

# *The American* **BAKER**

PUBLISHED FOR THE BAKERS OF AMERICA



Volume 21  
Number 7

JULY, 1953

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\$2 a year

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and Your Sales  
will bloom with  
Bemis KITCHEN PRINTS

Here's another hit-parade leader...  
Bemis KITCHEN PRINTS! They're  
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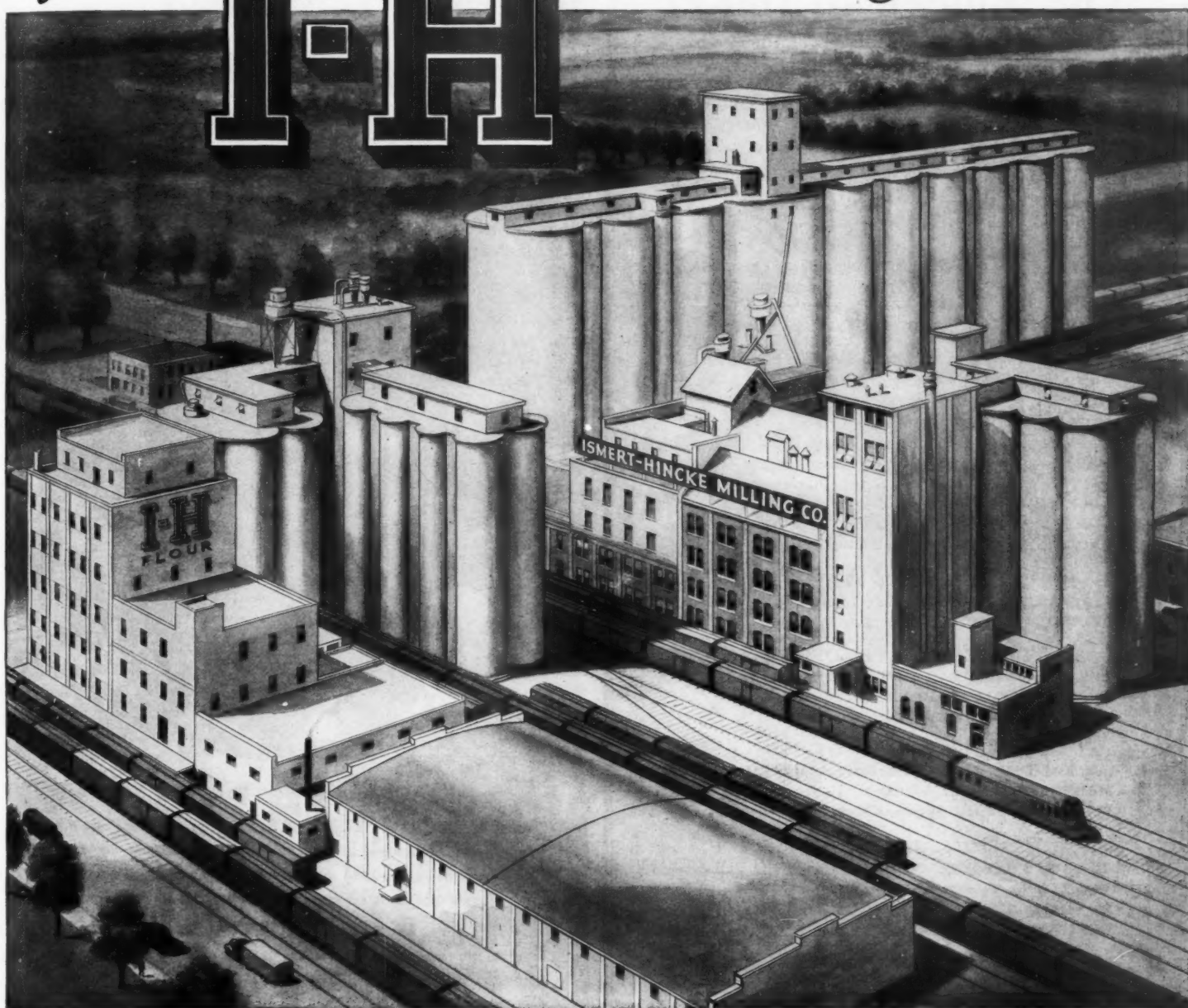
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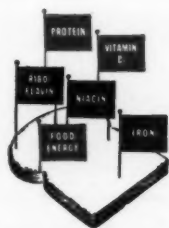
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# The American Baker

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✓ COLOR OF CRUMB ✓ EATING QUALITY ✓ UNIFORMITY

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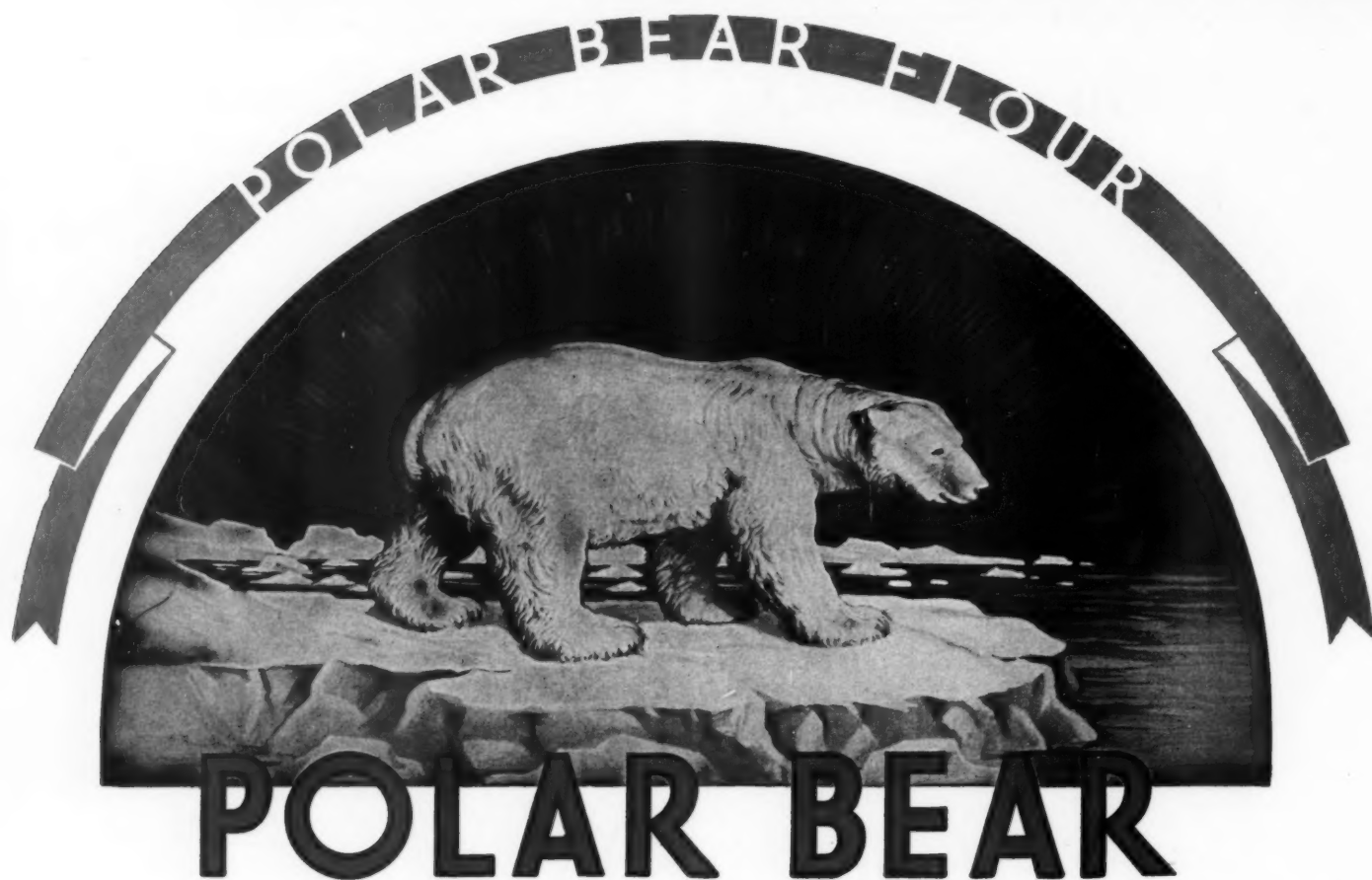
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There is nothing up-the-sleeve about this hand for these are the aces from the complete line of Sleepy Eye Spring Wheat flours milled by Valiers. A strong Sleepy Eye brand in your production line spells increased profits through greater yield and volume.

Test Sleepy Eye quality in your shop...your Valier & Spies representative will promptly submit quotations and samples. Phone, wire or write today.



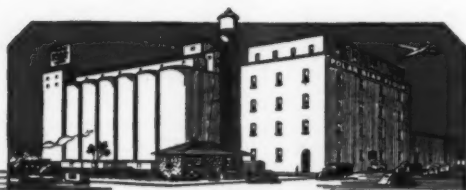




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Now as always POLAR BEAR ranks at the top among fine bakery flours. POLAR BEAR from the new crop of wheat will continue to justify the confidence of the many bakers who have used it steadily for so many years.

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Andrew J. Hunt  
1899*



*Ralph C. Sowden  
President*

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*The* **NEW ERA MILLING COMPANY**  
**ARKANSAS CITY, KANSAS**

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## *Added Measure...*

There is an added measure of good baking quality in KELLY'S FAMOUS that sets this famous brand above and apart from ordinary flour. For KELLY'S FAMOUS represents the pride of craftsmanship and milling integrity that has distinguished this company for many decades. That's why you can always be sure of the top quality of KELLY'S FAMOUS.

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selected varieties of finest hard wheat  
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Capacity 5,000 Sacks

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for your  
customer's  
RE-USE*

**FULPRINT** colorful designs appeal instantly to the millions of women who sew.

This quality cotton bag with its color-fast patterns is easily converted to fashionable clothes and many useful and charming household articles.

**FULPRINT** bags offer YOU, the progressive manufacturer, an attractive, sturdy container of uniform quality, that SELLS your products. Call your nearest Fulton branch for the complete story — how **FULPRINT** bags give your brand extra sales appeal.

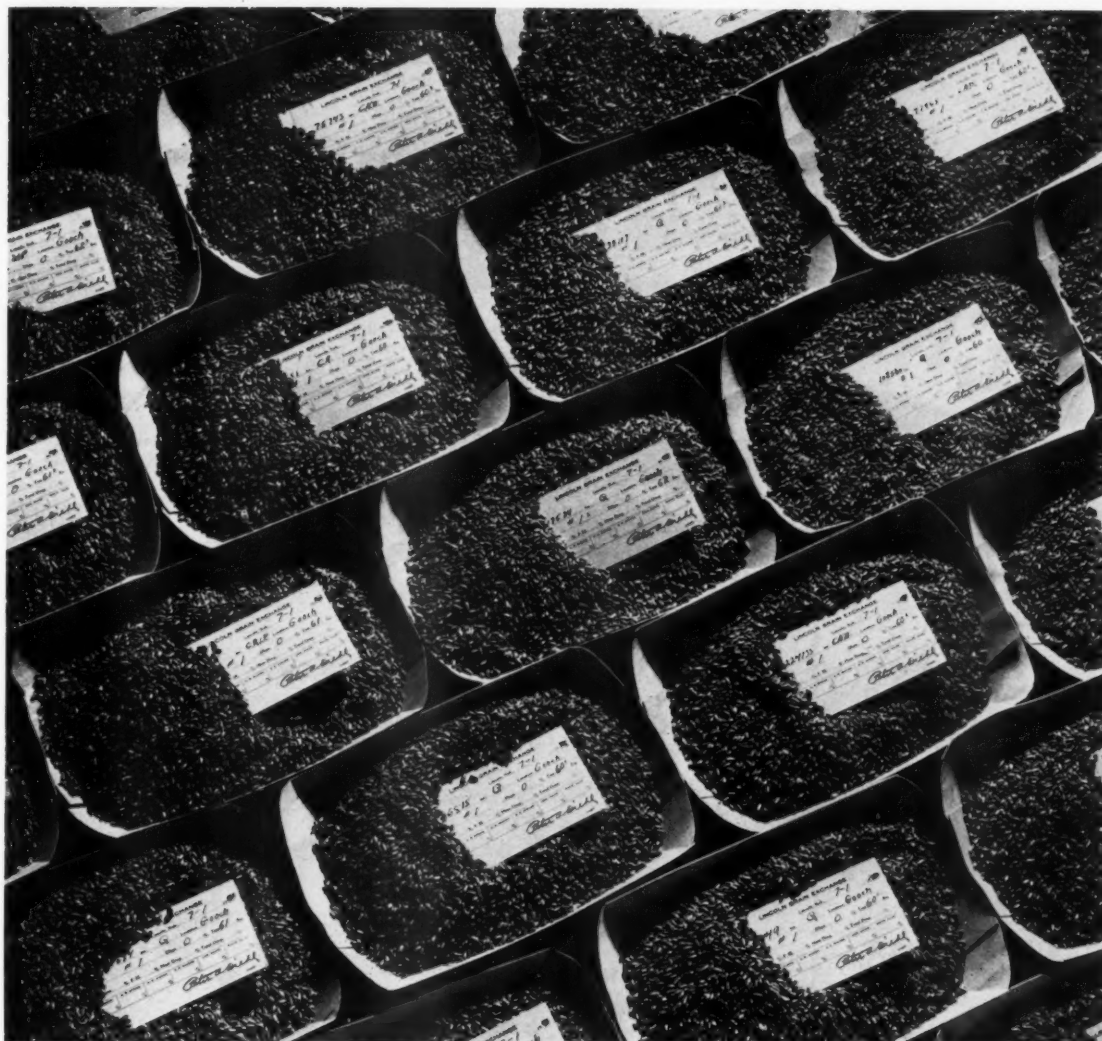
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### *Samples of 1953*

## NEBRASKA WHEAT

Samples of this year's crop are now received daily at the Gooch laboratory. These are run through a series of exacting tests by skilled cereal chemists.

Only the choicest are selected for milling into Gooch's "quality protected" bakery flours.

## **GOOCH'S BEST** *Identical* *Performance* **FLOURS**

GOMEC—AKSARBEN

**GOOCH MILLING & ELEVATOR CO.**  
LINCOLN, NEBRASKA.

*Daily Capacity 5,000 Cwts.*

*Elevator Space 2,100,000 Bus.*

**ALWAYS A POPULAR BRAND . . .**  
**CREAM LOAF FLOUR**  
**NOW MORE POPULAR THAN EVER**



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**Commander-Larabee**  
 MILLING COMPANY

A DIVISION OF ARCHER-DANIELS-MIDLAND COMPANY

GENERAL OFFICES: MINNEAPOLIS 2, MINNESOTA

# Editorial . . .

## On Letting George Do It

(See Story on Page 58)

**A**RE bakers and millers right out in front, spearheading National Sandwich Month? Apparently not. Or, to put the matter a little more charitably, not yet.

After a difficult year millers elected to "conserve their resources." Bakers set up a field organization and a consumer service program. Both groups determined to go to work harder on economy programs of promising and proved merit. They put themselves on the spot. They said to their promotion staffs, "Give us the materials and we'll do the rest." It was their job from there on.

Many thousand "merchandising sampler" kits were sent out early last month by the Wheat Flour Institute. For two weeks those who had worked so hard on the campaign were discouraged—bakers had ordered only a few kits, with the retailers in this instance doing better than the large chain bakers. Millers were lagging with only one mill placing an order—the millers who were expected to do so well in educating their consumers to the value of point-of-sale promotion—the bakers who recently made a decision to go-it-alone on public relations and merchandising activity at the local level.

Best response was from supermarkets. It is interesting to note that the supermarket has just about driven the corner grocer off the map by the judicious application of merchandising know-how and being the first to hop on any bandwagon.

Finally, late in the month, those bakers and millers whose attempt to stem the decline in flour consumption has brought about an emphasis on promotion and merchandising began to stir a little. These few men are those who understand that the success of any national promotion rests on push at the local level. To date, George has been doing the pushing. The many participant-sponsors, whose names are a roll-call of the most successful American food businesses, can also answer to the name of George because in a great many instances they were more favorable toward the promotion than were the organizing industries.

The output of participant-sponsors in advertising, publicity, promotion and merchandising make the sandwich campaign a multi-million dollar selling event, focused in August when sandwich meals reach their peak popularity. The campaign finds wide and powerful support among the magazines serving interested trade fields—millers, bakers, restaurants, grocery trades.

If the campaign succeeds in selling each American just one more sandwich—the total in extra bread sales runs up to an amazing 16 million pound loaves, the institute says.

Commercial bakers will find their chief target in groceries and supermarkets, where the cam-

paign supports the sale of all foods in a sandwich meal on a store-wide basis, or in restaurants. Retail bakers can look for increased store traffic, rising bread sales and the companion sale of long profit sweet goods.

More than 15 national magazine editors have provided stories about sandwich meals as a springboard for the campaign. With 40 million plus circulation, this group will carry an editorial sandwich feature into almost every American home. Newspaper food editors indicate support of similar magnitude in local areas, while special mailings are prepared for radio and television program directors.

Late in July, orders for materials and merchandising sampler kits began to increase at sandwich month headquarters in the Wheat Flour Institute offices, 309 W. Jackson Blvd., Chicago 6. It is hoped the campaign is still in its starting stage, with more than three weeks to go before the August D-day.

These millions of dollars in advertising and creative time have been spent so the baker can put more money in his pocket.

They will get theirs if you get yours, these merchandisers feel.

There has never been a better opportunity to get yours.

It is impossible to maintain a price above its normal level for a protracted period for major products without the necessity of restricting production. . . . I hope we shall be able to avoid this.—*Ezra Taft Benson, Secretary of Agriculture.*

### Free Markets and Free Men

**E**IGHT years ago the number of television sets in America could be numbered in the hundreds. The cost was around \$600 a set and only the well-to-do were in the market for them. Today there are more than 22 million sets in operation. The size of the screen on the average set has doubled and the price has been more than cut in half.

All this came about through the operation of a free market economy. No overall government planning was necessary in the building of a great new industry which changed the recreation habits of half the population.

An irresistible consumer demand took care of everything. It brought on an almost miraculous demonstration of American free enterprise at work.

This tidal wave of television has been analyzed by the economic policy committee of the Chamber of Commerce of the U.S. in a booklet entitled "Free Markets and Free Men." Mass production methods, it is noted by the authors, enabled the producers to improve the quality of the sets and lower their manufacturing costs at the same time. And these lowered costs were passed on to the public in the form of lower prices, not out of charitable impulses but because it was profitable to do so.

"Lowering the price of the set tapped the vast market of average citizens," the booklet reads. "Furthermore, the individual producer of television sets was forced to reduce prices in line with reduced costs or lose his customers to rival manufacturers. The consumers of the country flocked to spend their money for television sets, not because the government had ordered them to do so, but because they wanted sets and were free to shop around for the kind they wanted at the price they could afford."

This freedom of the individual to "shop around" is as much a part of our liberties as freedom of the press and freedom of religion.

JULY  
IS  
PICNIC  
MONTH  
○  
AUGUST  
IS  
SANDWICH  
MONTH

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# ABA President Reviews Changes in Bakers' Program Fund Plans

CHICAGO—The Bakers of America Program is moving into its fund-raising for future years with a subscription rate one-half of the rate which has prevailed during the past four years.

The new rate, announced by E. E. Kelley, Jr., president of the American Bakers Assn., i.e., 1/20th of 1% of dollar volume, compared with 1/10th of 1% in the past four years.

Another important change is in the fact that subscriptions will be signed on a continuing basis, not for a two-year period as in the past. Bakers supporting the program agree to continue their support annually, with the privilege of cancelling on six months' written notice to the American Bakers Assn. headquarters in Chicago.

"Three factors were responsible for the decision by the program planning committee and the board of governors to reduce the rate," Mr. Kelley said. "These are the shift in operations of the program whereby heavy advertising expenditures have been eliminated; second is the increasing gross volume of business which has prevailed among subscribing bakers and third the fact that the planned broadened public relations and promotional activity is being received with so much enthusiasm.

"The thinking of our governing committee is that we will be able to carry on a vigorous, far-reaching promotional campaign with a total budget somewhat below the million dollars per year which has been necessary in the past.

"At the same time, cutting the rate in half does not mean reducing the gross revenue by 50%. All the figures available indicate that most bakers today are doing a gross dollar volume from 15% to as much as 40% greater than their volumes of six or seven years ago when our Bakers of America Program was inaugurated.

"And most important is the third factor. I have had direct contact with a very large number of bakers in the past three months. I've talked about our program, outlined our plans and have received prompt and enthusiastic assurance of support. In many cases this pledge of support has come from bakers who participated in our program in 1947-48 but have not been subscribers in the past three or four years.

"In most cases, the assurance has come from bakers who have never been in the program. And every present subscriber with whom we have talked has pledged full support for the new program."

## Medical Program Under Way

Mr. Kelley reported that several positive steps in the promotional activity have already been taken. The first of the advertisements to the medical profession appeared in the May 30 issue of Journal of the American Medical Assn. The same advertisement will be repeated in 24 other medical journals during June and July. The American Medical Assn. Journal reaches 160,000 of the 175,000 doctors in the U. S.

More than a score of public relations men have been interviewed in the past month and three have been selected to be added to the program public relations staff.

Mr. Kelley said the American Institute of Baking consumer service department has begun its preliminary planning for the field staff of home economists. Considerable organizational work will be needed before the field staff can start its operations and a large number of women will be interviewed in many areas before final selection is made.

The program expects to get its promotional activity in high gear by early fall, with a period of three months of indoctrination for new staff members and in preparation of base material, the ABA president concluded.

## Soy Products May Be Useful as Bread Softeners—USDA

WASHINGTON—The U.S. Department of Agriculture says that pilot plant experiments with two ingredients of soy flour have shown that the ingredients may be acceptable as bread softeners.

These ingredients of soy flour are known as gelsoy and soybean whey solids. When they are added to flour at the rate of 1% of the flour weight, they increase bread crumb softness, USDA says. Bread made with these new softeners is said to retain the normal resilience of good bread and is not deformed in handling.

Dr. G. E. Hilbert, chief of the USDA Bureau of Agricultural and Industrial Chemistry, says that gelsoy improves the dough, thereby making commercial baking equipment more efficient.

Gelsoy, according to the USDA statement, is recovered from soy flour after washing the flour with alcohol. Soybean whey solids are water-soluble fractions extracted so that they contain minimum amounts of protein.

The reported properties of these ingredients were discovered by Dr. C. W. Offelt and coworkers at the Northern Regional Research Laboratory at Peoria, Ill.

In issuing this information, USDA gives semi-official recognition of the reported demand by consumers for soft bread, saying in part that "the discovery may help meet consumer and baking industry demand for soft bread."

## STRIKE POSTPONED

NEW YORK—A strike of union bakers, members of the AFL Bakery and Confectionery Workers International Union of America, scheduled for midnight, was postponed at 4 a. m. July 1 so a management offer could be presented. The union is negotiating on behalf of 4,000 members of four major companies, operating plants in New York, Jersey City, Newark and six other cities: Continental, General and Hall Baking companies, and the National Biscuit Co.

## Major Food Advertisers Join in "July Is Picnic Month" Promotion

CHICAGO—Major food advertisers are tying in heavily with the Bakers of America Program's "July Is Picnic Month" promotion, according to E. E. Kelley, Jr., president of the American Bakers Assn.

In addition, newspapers in 46 states, Washington, D.C., Alaska and Canada are readying special picnic supplements based on material furnished by the program staff and the American Institute of Baking.

Armour & Co.; Swift & Co.; Oscar Mayer & Co.; General Mills, Inc.; Corn Products Refining Co.; Visking Corp.; West Bend Aluminum Co.; Seven-Up Bottling Co.; Anheuser-Busch, Inc.; Pabst Brewing Co.; William Wrigley, Jr., Co.; Pillsbury Mills, Inc.; and the Miller Brewing Co. will participate in the picnic month promotion, among others.

End labels plugging outdoor eating have been prepared for bakers and others in the food field by the Pollock Paper Corp., Nashua Corp. and the Marathon Corp. Strong support for the concentrated drive has also been pledged by the Pineapple Growers Assn. and the Wheat Flour Institute.

Feature article urging grocers to

take advantage of the many potentials offered by the diversified campaign have appeared in the Super Market Merchandising, Chain Store Age and other magazines in the grocery field.

More than 200,000 pieces of point-of-sale material consisting of window streamers and shelf markers have been distributed to bakers and grocers through the program. Requests have been filled for 53,000 folders on "Let's Have a Picnic"; 24,000 pamphlets on "Sandwiches Around the Clock"; 110 mats of the picnic symbol to be used in tie-in advertising.

Suggested radio commercials and picnic photographs included in the picnic promotional kits sent to program subscribers are also being used.

A triple tie-in built around "Picnic Short Cuts" is being sponsored by General Mills, Inc., Armour & Co., and Puritan's Real Lemon. The campaign featured a full page color spread in Life magazine in the June 29 issue and similar spreads are appearing in the July issues of Better Living, Everywoman's Magazine, Family Circle and Woman's Day.

The American Weekly, a Sunday feature section carried in 90 news-



American Bakers Association Annual Convention—Oct. 25-28, Sherman Hotel, Chicago

## Tomorrow's Challenge Will Be Bakers' Theme

CHICAGO—The 1953 convention of the American Bakers Assn. will be built around the theme of "The Challenge of Tomorrow," Curtiss H. Scott, Grocer's Baking Co., Louisville, ABA chairman, has announced. The convention will be held Oct. 25-28 at the Hotel Sherman, Chicago.

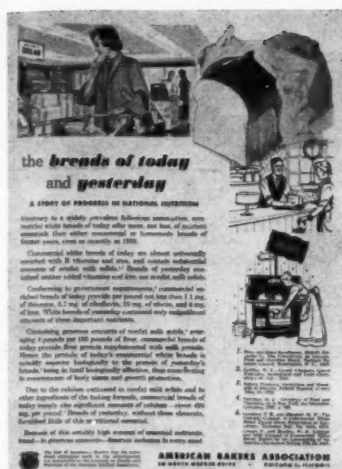
Louis Gartner, Gardner Baking Co., Madison, Wis., is the general chairman of the convention program.

"Preliminary plans are being formulated for the meeting," Mr. Scott said. "We have made a change in the programming from recent years, in that the pre-convention cake sessions usually held on Saturday will be held on Tuesday this year, at the time of the other branch meetings.

"The members of the convention committee are seeking outstanding speakers from outside the baking industry and also from within to deliver messages of prime importance.

"All in all, it promises to be a very interesting and highly informative program which will help offset the many problems of our industry which have arisen during the past year. And every baker, whether small or large, should reserve this time in October to be present in Chicago when the first meeting of the ABA convention is called to order."





**FIRST AD**—Advertisements in the nation's medical press such as the one above will bring the story of bread to doctors and nutritionists and build prestige for bread, the Bakers of America Program hopes.

## Bakers Begin Medical Ad Series

CHICAGO—The first in a series of medical advertisements designed to emphasize to doctors the nutritive value of bakery foods appeared in the May 30 issue of the American Medical Association Journal, E. E. Kelley, Jr., president of the American Bakers Assn., has announced.

"This is the first step in our effort to reach the doctor with factual messages relating to bread—bread and its nutritional value, bread and its contribution to general health," Mr. Kelley said.

"The program planning committee feels that this is one of the most important steps we have ever taken in our effort to build prestige—and the consumption—of our industry's largest product. When you stop to think of the tremendous influence the doctor has on the habits and the thinking of his patients, I know bakers will agree heartily that we have

How much  
do you  
KNOW about  
bread?

**NEW BOOKLET**—The Bakers of America Program is reported to have received many inquiries for a small reprint of the successful "How Much Do You Know About Bread?" The booklet is now available for distribution to customers, at club meetings, to employees, and other promotional uses at 5¢ a copy. There is room for imprinting on the back cover. Further information is available from the program headquarters, 20 N. Wacker Drive, Chicago 6, Ill.

no more important job than the task of telling every doctor the true facts of enriched bread."

Bearing the seal of the Council of Foods and Nutrition of the American Medical Assn., the first ad compares "the breads of today and yesterday" telling a progressive story on the enrichment of white bread. Published weekly, the Journal reaches 160,000 doctors.

The advertisement is also scheduled to appear in summer issues of 24 other medical publications. Copy has been prepared for other ads to appear in the same list of publications, reaching doctors, nutritionists and home economists.

—BREAD IS THE STAFF OF LIFE—

## WISCONSIN PASSES BREAD LABELING BILL

**MILWAUKEE**—The Wisconsin bread standards bill (resolution No. 27, S.) has been passed by the Senate and the Assembly and will become effective shortly. Enforcement will rest with the Wisconsin Department of Agriculture.

Certain labeling provisions of the act were opposed by the Wisconsin Bakers Assn., Inc., which claims that these labeling requirements are discriminatory because they cannot be enforced equitably.

Both the Federal and the Wisconsin standards permit the use of shortening containing lecithin, which may contain not more than 25% by weight of mono- and diglycerides of fat-forming fatty acids. Under the Federal standards no statement to that effect is required on the wrapper, but under the Wisconsin standards a statement is mandatory.

### In "Today's Health"

## Wheat and Bread Get Powerful Boost from Physician-Author

CHICAGO—The Wheat Flour Institute reports that organized medicine offers the milling and baking industries powerful support this month with publication of popular article—"Wheat, a Bargain in Food," by Anna May and James R. Wilson, M.D.

The article tells readers that "you may be surprised at what 10¢ spent for bread will buy." It appears in the July issue of *Today's Health*, a popular periodical with 4,000,000 readers, published monthly by the American Medical Assn.

Plans for the story of the bargain in wheat flour foods were first announced by Dr. Wilson in the Wheat Flour Institute program at the Millers National Federation meeting in Chicago. He is secretary of the AMA Council on Foods and Nutrition and often appears as the co-author with Mrs. Wilson of *Today's Health* articles.

As an accepted, authoritative writing team, the Wilsons point out that bread is falsely believed fattening by many. "If you give up bread on a reducing diet," they write, "you deny yourself an inexpensive source of a number of things your body needs.

"Along with calories there is protein, a considerable and significant amount of protein. It is erroneous to think of protein as just another name for meat. . . . When eaten along with animal foods, it is safe and economical to supply one half to two thirds of the body's protein needs from plant sources."

The article is illustrated by a sand-

## Ward Baking Promotes 2 in Sales Posts



### Arnold Jackson

**NEW YORK**—Arnold Jackson, formerly sales manager, has been elected vice president in charge of sales and advertising for the Ward Baking Co., according to an announcement by Faris R. Russell, chairman of the board. Ray Murray of Chicago succeeds Mr. Jackson as sales manager.

Mr. Jackson started with Ward 37 years ago in its Chicago plant, and in the intervening period has worked in the firm's cake shop as a special delivery salesman, route salesman, sales supervisor, sales manager, and



## Ray Murray

now vice president in charge of sales and advertising.

When Mr. Jackson started in with the company, he says he believed the baking industry was a business with a future, and he has lost none of his enthusiasm for it.

"The baking industry has only begun to realize its full potential of service to the American consumer," Mr. Jackson said. "Every day we are learning new ways of serving our customers, and as long as we realize that our job is to find out what products the housewife wants and how she wants them, we are certain to continue to progress."

"In other words, by giving the public the kind of bread products it wants and products which contribute to the health of the people, the industry can look for progress unlimited."

Mr. Jackson believes the industry has kept pace with other industries in evolving better products and better methods of production.

"There are those who think our industry has about reached the zenith of its volume," he continued, "that bread products will decline in popularity. Personally I believe quite the contrary; that the public has hardly begun to realize the nutritional values and necessity for bread products in the diet. There was a time when the American people ate bread because it was one of the few products available which gave essential nutritional elements. But today we are in competition with many other products which provide these elements. And with the improvements which have been made in the past few years, including enrichment and the high-calcium factors, we have a wonderful product, and the only thing we need do is go out and sell it against the stiff competition for the consumer's food dollar."

Mr. Jackson prepared for his baking industry career at Dunwoody Industrial Institute Baking School in Minneapolis. He attended the University of Chicago High School and Dartmouth College and has been with the Ward company with the exception of a period when he was manager of the National Biscuit Co., bread division, and vice president in charge of sales of Coca-Cola Bottling Co., both in New York. He has been in New York since 1927.

Mr. Murray also started in the shipping room of Ward and rose through the ranks until he became manager of Ward's Chicago plant.

## VIRGINIA RULES OUT USE OF POLYS

**RICHMOND, VA.**—N. L. Franklin, director of the division of dairy and foods, Virginia Department of Agriculture and Immigration, has notified food groups in this state that the provisions of the Virginia Food Act prohibit the use of polyoxyethylene monostearate bread softeners in bakery goods manufactured or sold in Virginia.

(Continued on page 70)



## A Look-around . . .

. . . at the new quarters of the Bakers Club, Inc., in the Hotel Astor, New York City.



## Kansas Wheat Group's Field Day Draws Many Bakers

KANSAS CITY—The "kick-off" of a new hard winter wheat crop, just now reaching markets in substantial volume, was marked again this year by the annual field day sponsored by the Kansas Wheat Improvement Assn. on the Paul Uhlmann farm near Kansas City June 19. The program, the 10th in the field day series which began in 1944, was an appropriate anniversary, too, for a decade of intensive research and promotional effort which has changed the wheat variety picture of Kansas almost completely and which forecasts future developments of importance in wheat production in the state.

The customary large group of bakers, millers and grain men braved the customary superhot weather to visit the demonstration plots on the Uhlmann farm and hear the speakers' program. Together with the farm groups and others in associated industries some 500 people participated in the field day.

John C. Davis, administrative assistant to Ezra T. Benson, secretary of agriculture, pointed out to the field day group that after harvest our total wheat supply will be the largest in history. This is a tremendous and proudfest production accomplishment, he said, but it poses a challenge: Can we manage this abundance so that it does not become an economic curse?

### Bakers' Official Speaks

E. E. Kelley, Jr., president of the American Bakers Assn., Chicago, enlisted the aid of farmers in promoting bread consumption. The new American Bakers Assn. program calls for development of a field staff which will work with home economists and others everywhere to promote bread among those who influence eating habits of America. This educational program will be aimed at creating a more favorable attitude toward bread and building a greater consumption.

Enriched bread, the ABA official said, ranks high in the list of foods in nutritional value. It has qualities of which the average consumer is

not aware. Bakers, millers and farmers would like to see government bureaus in Washington recognize this high nutritional value, and in achieving this end letters from wheat farmers to the Department of Agriculture and to their representatives in Congress would be extremely helpful, Mr. Kelley pointed out.

A barbecue dinner and other refreshments were served the guests on the farm at the conclusion of the meeting. On the evening before the field day, bakers and other out of town visitors were entertained at dinner by the Kansas mill group. John W. Cain, vice president in charge of southwestern operations for the International Milling Co., was master of ceremonies at the dinner this year and introduced some of the baker guests. Dr. James A. McCain, president of Kansas State College, made a brief talk in which he paid tribute to the association for its helpful efforts in obtaining research funds from the legislature for Kansas State College.

Following the field day there was also a cocktail hour and buffet supper at the Muehlebach Hotel for those who did not leave town immediately after the farm activities.

### Industry Personalities Present

The field day attendance included a large number of men prominent in the baking and milling industries. Flour buyers for many of the nation's large baking organizations were present. Among them were:

A. G. Hessel, director of purchases, and Fred Pfizenmayer, flour buyer, Continental Baking Co., New York.

W. F. Farnan, vice president and director of purchases, General Baking Co., New York.

Steve Vesecky, vice president and flour buyer, Campbell-Taggart Associated Bakeries, Dallas.

A. W. Koss, director of purchases, American Bakeries, Chicago.

John R. Dow, vice president; A. H. Valentine, director of purchases, and C. A. Brantingham, flour buyer, Interstate Bakeries Corp., Kansas City.

Herbert H. Wurtz, flour buyer, and

Charles Kelley, assistant flour buyer, M. T. Lindquist, manufacturing division, Kroger Grocery & Baking Co., Cincinnati.

A. H. Erickson, Kelly-Erickson Co., Omaha, and Harry L. Jones of the same company, flour buyer for Safeway Stores.

Curtiss H. Scott, president, Grocers Baking Co., Louisville, Ky., and chairman of the board of the American Bakers Assn.

C. J. Patterson, president, and Robert C. Becker, flour buyer, C. J. Patterson Corp., Kansas City.

E. E. Kelley, Jr., president, American Bakers Assn., Chicago.

I. N. Fehr, Manor Baking Co., Kansas City.

W. Hoyt Baird, Mrs. Baird's Bakeries, Ft. Worth, Texas.

Ron Cooper, Capital City Baking Co., Tallahassee, Fla.

Robert and Nolan Junge, Junge Baking Co., Joplin, Mo., and Coffeyville, Kansas.

William Markwardt, Markwardt's Quality Bakery, Joplin, Mo.

Allied trades representatives who attended from distant points included M. G. Rhodes, vice president and sales manager, Fleischmann division, Standard Brands, Inc., New York. Paul C. Guignon, director of sales, and Samuel C. Baker, assistant sales manager, bakery department, Anheuser-Busch, Inc., New York. J. A. Kirkman, Jr., vice president in charge of sales and advertising, Red Star Yeast & Products Co., Milwaukee. Frank Warren, assistant director of sales, Merck & Co., Rahway, N.J. P. Val Kolb, Sterwin Chemicals Inc., New York.

There were also representatives of all the large flour milling companies.

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## NOMINATIONS UNDER WAY FOR ABA GOVERNORSHIPS

CHICAGO—Members of the American Bakers Assn. have been requested to designate nominees to fill 26 memberships on the ABA board of governors. Terms of 22 regional and four branch governors expire in October. Those elected will serve terms ranging from one to three years.

Forms for the nominations were sent to members June 19 by the ABA nominations and elections committee, which is headed by Charles J. Regan,

Interstate Bakeries Corp., Chicago, Ill. Other members of the committee are W. J. Coad, Jr., Omar, Inc., Omaha, Neb.; and E. C. Forks, Holsum Bakery Co., Fort Wayne, Ind.

In a letter to members, the committee pointed out that nominations must be received at ABA headquarters by July 15. The letter also stated that at the annual meeting of members held Oct. 20, 1952, the membership approved one additional governor in each of the following regions: 1, 2, 4, 7, 9, 10, and 17.

They also approved the addition of two new regions, No. 23 to include Georgia and Florida, and No. 24 to include Alabama, Mississippi and Louisiana. Region 7, which formerly included these states, is now made up of three states, Tennessee, North Carolina and South Carolina.

Following is a list of governors whose terms expire:

Region 1, Bruno Peterson, John J. Nissen Baking Co., Portland, Maine; Region 2, George H. Coppers, National Biscuit Co., New York, N. Y., and a vacancy created by the death of Ralph D. Ward; Region 4, John Hagy who resigned when he became a member of the allied trades; and S. P. Stallworth, Ertl Baking Co., Pittsburgh, Pa.; Region 5, Lewis G. Graeves, Chas. Schneider Baking Co., Washington, D. C.; Region 7, R. H. Jennings, Jr., Palmetto Baking Co., Orangeburg, S. C.; Region 8, A. E. Craig, Dayton Bread Co., Dayton, Ohio; Region 10, Harold B. West, West Baking Co., Indianapolis; Region 11, Fred L. Cobb, Cobb's Sunlit Bakery, Green Bay, Wis.; Region 12, C. J. Burny, Burny Bros., Inc., Chicago, Ill.; Region 16, Harry Alexander, Royal Baking Co., Oklahoma City; Region 18, Jake Grasmick, Grand Island Baking Co., Grand Island, Neb.; Region 19, Frank Rushton, Rushton Baking Co., Kansas City, Kansas; Region 20, Arthur Vos, Jr., Macklem Baking Co., Denver, Colo.; Wholesale Bread, Milton Petersen, P. F. Petersen Baking Co., Omaha, Neb.; Multi-State, R. L. Nafziger, Interstate Bakeries Corp., Los Angeles, Cal.; Wholesale Cake, William A. Hefler, who resigned when he became a member of the allied trades; and Biscuit and Cracker, H. L. Popp, Perfection Biscuit Co., Fort Wayne, Ind.

All ABA members are urged to nominate their choice for governors because of a recent change made in the by-laws covering nominations and elections of governors. This provides that three nominees receiving the greatest number of votes in each region and branch, except wholesale bread, will become eligible for election to the ABA board of governors. In the case of the wholesale bread branch, the names of the five nominees receiving the largest number of votes will be placed on the election ballot.

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## CALIFORNIA RAISIN BOARD CHAIRMAN NAMED

FRESNO, CAL.—Henry J. Andreas of Sanger, Colo., has been named chairman of the California Raisin Advisory Board to succeed Frank Bergon of Madera. Mr. Andreas was elected at the organizational meeting of the board held in Fresno.

Other officers elected were Carroll Glenney, San Francisco, vice chairman; Carlis Neafus, Fresno, secretary; and Walter C. Ficklin, Jr., Madera, treasurer.

Mr. Andreas was formerly chairman of the research committee of the board and is president of the Fresno County Farm Bureau.





**PENNSYLVANIA HIGHLIGHTS**—Social activities at the recent mid-year convention of the Pennsylvania Bakers Assn. at Bedford were not neglected, as the scenes here testify. At the upper left, a well-matched squad at the trapshoot is in action. Left to right: John T. Bossert, Ekco Products Co., Baltimore; James D. Williamson, Duquesne Baking Co., Pittsburgh; Jack O'Neill, Lockwood Manufacturing Co., State College, Pa.; Harold Muller-Thym, Haverford; Frank Fleckenstein and vice president of the association, and D. A. Robinson, Capital Bakers, Harrisburg. Enjoying a game of shuffleboard (center, above) are Lester Mayberry, Capital Bakers, Pottsville, Pa., and Mrs. D. A. Robinson, Harrisburg. Ready to tee off in the upper righthand picture are Lambert and Harold Muller-Thym, Haverford, Frank Fleckenstein, Dormont, and Paul Eberly, Pittsburgh. Terry Dolson, the club "pro," looks on. A group of directors and ladies are shown in the lower left picture; left to right, Gus Masezik, Gustav's Pure Food Bakery, New Castle, and Mrs. Masezik; Mrs. Arthur Holmes, Mrs. Edward E. Hanscom, Mrs. J. Y. Huber III and W. Arthur Holmes of Puritan Pies, Philadelphia. Relaxing over a game of bridge in the lower right picture, left to right, are:



Bill and Marge Oldach of Philadelphia, E. Willard Moore, Chas. Riewe & Sons, Pittsburgh, and Mrs. Ralph Chantler, Butler.

## 35 Register for AIB Fall Class

CHICAGO—The American Institute of Baking is becoming popular as a training school for employees of overseas bakeries. In the 63 regular courses that have been offered in its 30 years of operation, the school has trained about 73 students from foreign countries. Four foreign students were enrolled in class 63 and four already registered for class 64.

The four overseas students, who will arrive early in August, are among 35 bakers who have registered for the class. Class 64 will be held from Aug. 10-Dec. 23.

Students in past classes have come from 21 foreign countries. In addition to Canada, Alaska, Mexico, Central and South America, the Institute has trained bakers from India, Japan, Germany, Sweden, Switzerland, Israel, England and the Indies. One of the students in class 64 will come from his own bakery in the Republic of Panama. Three will come from bakeries in Japan.

For information about the School of Baking, or to apply for admission, contact the Registrar, American Institute of Baking, 400 East Ontario St., Chicago 11, Ill.

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### BAKERS BASEBALL NIGHT

CINCINNATI—Four hundred Cincinnati bakers, in professional attire, staged their annual parade at Crosley Field preceding a recent Reds-Giants night baseball game, which was desig-

nated "Bakers Baseball Night." The parade featured a loaf of rye bread 14 ft. long and weighing 130 lb., believed to have been one of the largest ever baked in this area. It was presented after the game to the Little Sisters of the Poor.

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### ABA PUBLIC RELATIONS UNIT ADDS TO STAFF

CHICAGO—Two men were added recently to the public relations staff of the American Bakers Assn. in Chicago. A third staff member will join the department early in July. The two new men are J. D. Peel of Milwaukee, and R. L. Zimmerman of Chicago.

The additions are a part of the expanded public relations plans of the Bakers of America Program. Other members of the staff are D. E. McFadden, director of public relations, and T. E. Deutschle, who have been with the ABA for several years.

Mr. Peel has been in publicity and public relations work since 1945, when he left the U.S. Army. He was with the American Red Cross in St. Louis, Mo., and Alexandria, Va. He became public relations director of the First National Bank of Milwaukee in 1949, and was appointed regional information officer of the OPS in 1951.

Mr. Zimmerman has had 15 years of newspaper and publicity experience in Chicago. He served six years with the City News Bureau and was a reporter on the Chicago Sun. He handled publicity in the Chicago office of the American Legion Department of Illinois and was with two

publicity firms in Chicago. In recent months he has been regional information officer for the U.S. Public Health Service in Chicago.

The public relations staff is building for an extensive promotional campaign nationally and at the local level. The men will spend a great deal of their time, starting September, working with bakers, various organizations and with newspaper and radio editors in every state, it was announced.

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### BAKING LEADERS HONOR EDWARD A. McLAUGHLIN

NEW YORK—A tribute in the form of a reception and dinner, at the Hotel Astor, was paid June 30 to Edward A. McLaughlin, recently elected president of the Ward Baking Company. Close to 200 of his friends from New York and out of town were present to honor Mr. McLaughlin, whose rise in the Ward company from one of the lowest jobs where he got his start in 1917 to his present high position reads like an Alger story.

E. E. Kelley, Jr., president of the American Bakers Assn., gave a tribute from the bakers of America and Walter Stockman, New York flour man, spoke for the rest of the industry. Mr. McLaughlin was presented with a pair of fine gold cuff links and Mrs. McLaughlin, at home, received a beautiful bouquet.

Emil Fink, president of the Fink Baking Co., was master of ceremonies and Frank A. Lyon, secretary of the Bakers Club, Inc., was in charge of arrangements, assisted by Mr. Stockman and William H. Welker, Swift & Co.

## Ever Pack a Sandwich Lunch?

(See Story on Page 58)

Homemakers all over the country will be asked that question via General Mills, Inc., consumer advertising during July. Copy will point out that millions of women pack lunch boxes every day, saying that a "lunch-in-a-box should be a carefully planned, well balanced meal. Most important, it must get eaten. The deadly enemy of the lunch box is monotony."

The full page color advertisement points out that variety begins with the heart of the lunch box—the sandwich. Twenty different fillings are described, with copy emphasizing that a different sandwich might be made every day for more than six months from those fillings and bread varieties.

General Mills planned the advertisement to support both the July is Picnic Month and August is Sandwich Time promotions. The advertisement will appear in the July 13 issue of Life, out July 10, and the July 28 issue of Look, out July 14.

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### FOIL KRAFT TO EXPAND PLANT IN LOS ANGELES

LOS ANGELES—Foil Kraft, Inc., has broken ground for a new plant to be built adjacent to its present location at 1805 Sichel St., Los Angeles.

The new addition, following closely the completion of the present plant, will house 15,000 sq. ft. of additional manufacturing facilities.

# Sharp Price Adjustments Accompany Harvest

By **GEORGE L. GATES**

American Baker Market Editor

Wheat prices underwent some violent adjustments in June and in early July were still not entirely stabilized on a new crop basis. Sharp fluctuations in flour values accompanied the wheat swings, and some large amounts of flour were booked at the more attractive levels. However, extensive forward buying was being delayed by a number of the bigger buyers, apparently in anticipation of some new declines. The wheat market continues to be dominated almost entirely by bearish factors—chiefly the huge supplies on hand and the big harvest coming in this summer and the reduced export demand. The government's price support program appears to be the only substantial factor on the bullish side, while weather and crop developments have some potential but unpredictable influence for stronger markets.

By early July cash wheat prices at Kansas City had dropped 14½¢ bu. on ordinary grades but had recovered most of previous losses on higher grades, as compared with early June levels. Minneapolis cash wheat prices were 16¢@22¢ lower at the end of the same period. Changes in futures were not so pronounced in the month-to-month comparison as the adjustment came primarily in cash wheat premiums. A notable feature in the premium adjustment was the almost unprecedented climb in these amounts paid over the July future price at Kansas City which occurred in the midst of the hard winter wheat harvest season. Flour prices in the Southwest were about unchanged in early July as compared with early June as a result of this strengthening in wheat. Meanwhile, spring wheat flour dropped about 25¢ sack. Declining millfeed prices prevented further reductions in flour prices.

## Bookings Below Expectations

Substantial amounts of flour were booked at the low point in prices reached in mid-June, but the volume was below that usually purchased under similar circumstances in past years. Some of the largest baking concerns bought only nearby supplies rather than 120-day needs as did a number of smaller bakers. Users of spring wheat flour bought supplies for July in most cases and a few covered for August. The heaviest bookings on springs usually came in late August and September when that crop comes to market. The July 4 week end, usually a heavy flour buying period for hard winters, passed without much activity as prices were stronger and showed more indications of strength than weakness.

## Supply Limited by Loan Program

The tightening up of wheat and flour prices at Kansas City resulted from a reduction in wheat marketings brought about, first, by a relatively smaller crop and, second, by the large portion of the crop held off the market for placement under government loan. Market prices far below the support rate encouraged producers to put their wheat into loan whenever possible. It appears that farmers have been more successful in finding storage space than had been widely predicted before the harvest, and market observers noted that forced marketings because of storage

scarcity were dwindling. The lighter-than-usual marketings also resulted in less pressure on futures prices from hedging transactions of grain buyers.

## Over-All Supply Termed Burdensome

Developments in the Southwest are overshadowed to a great degree by the over-all wheat supply picture, however. The carryover of wheat from the 1952 supply on July 1 totaled an estimated 580 million bushels, about twice the size of the previous year's carryover. The total 1953 crop was estimated in June at 1,132 million bushels, not too far short of the 1952 crop and above average size. The prospective supply on hand for use in the 1953-54 crop year at 1,717 million bushels would be the largest supply in U. S. history. Although much of this total is owned by the government as a result of loan defaults, with another large amount certain to go under loan this year, the supply as now indicated is burdensome.

## Planting Curbs Ordered by USDA

Restrictions on the acreage of wheat to be seeded this fall and next spring have been ordered by the U. S. Department of Agriculture under terms of the farm law which requires such action when estimated supplies exceed expected demand. Farmers will vote on whether or not to accept the marketing quotas. The fact that support rates will be cut in half if they reject the quotas indicates to most observers that they will vote for the curbs. The law affecting the program is being amended to make a favorable vote more certain and to permit a smaller cut in acreage than presently called for. This action, of course, will not affect supplies for the current crop year.

## National Loan Rate \$2.21 Bu.

The price support rate in effect in 1953 is the same as that announced

last fall as the "minimum" rate, or \$2.21 bu. on the national average. The rates at terminals are \$2.54 at Chicago, \$2.53 at Minneapolis and \$2.50 at Kansas City. Current prices are well below these levels. It is significant to note that the USDA in its Wheat Situation report commented that prices this crop year are likely to average farther below the support rate than in the 1952-53 crop year. USDA has put into effect a temporary support program for wheat stored on the ground and provided for emergency loans and government bin storage in the central states in an effort to strengthen the support program.

## Rust Appears on Spring Wheat

More attention is being focused on the spring wheat crop in the Northwest, where weather has been mostly ideal for development. Fear of a serious rust infection was lessened somewhat when temperatures dropped to

a more moderate range after a period of hot, muggy weather. However, the possibility of rust loss to what currently promises to be a record crop still cannot be dismissed. Rust of the type which caused extensive losses a few years ago has been identified throughout the area, and the extent of its spread depends entirely on the weather from now until harvest time. A big loss of spring wheat to the disease could be an important wheat price influence.

## Large Soft Wheat Crop Harvested

The harvest of soft winter wheat in the central states area is much larger this year than last year, and its influence on Chicago prices (and other prices indirectly) may be expected to follow somewhat the same pattern as in the past two seasons. It may be recalled that large supplies of this wheat, for which there is relatively less demand than for hard wheats, have depressed Chicago wheat futures for some time. These supplies also have exerted pressure on Kansas City futures because recent market relationships have made it possible to deliver soft red wheat on contracts there.

## New Southwest Crop Offers Wide Selection for Bakery Flour Use

KANSAS CITY—Flour mills will have a wider selection of wheats for the production of bakery flours during the coming crop year, according to the second report on the 1953 crop formulated at a meeting of the Southwest Cereal Chemists Crop Reporting Committee July 1.

Harvesting is in full swing in Kansas, and has progressed into the northwest corner of the state and into southeast and central Nebraska. Another week will find cutting in Kansas nearing completion and a good deal of the activity in west-central and western Nebraska.

Climatic conditions in Kansas this year were unlike 1952 and wheats generally have improved, from milling and baking standpoints, to the extent that millers will have much greater latitude in drawing areas.

Wheat characteristics reflect a variety pattern, and all varieties generally show improvement over the year just ended.

Protein contents in southeast Kansas are averaging 12.5%, while ranging to 14% in the south-central section of the state, and from 15 to 16% in the southwest. Central and north-central areas have produced from 12 to 14% protein and the over-all state average protein is estimated at being from 2 to 4% higher than in last year's crop. This trend has carried over into Nebraska, as indicated by the higher protein wheats which predominate in those sections and from which a limited number of samples have been received.

Content of ash in the finished flour is normal to slightly higher in the eastern portions of Kansas, but tends to increase rather significantly in a westward direction across the state. This factor is particularly high in the extreme western sections. Although experimentally milled flours reflect correspondingly increased ash contents, these increases have shown no accompanying effects on flour color, bread crumb color or baking quality. A similar trend toward higher mineral content is being established from east to west in samples examined thus far from Nebraska.

Farinograph curves, generally, are improved over last year, with the mixing properties of experimentally milled flour following a variety pattern. Although wheat from large sections of Kansas is being found to exhibit short Farinograph peak times and low tolerances to mixing, these factors are not as critical as was the case in corresponding areas last year. Sections of the state which perennially produce better varieties of wheats are running true to form, these wheats producing flour having stronger Farinograph curve characteristics.

## Summary of Flour Quotations

July 3 flour quotations, in sacks of 100 lb. All quotations on basis of carload lots, prompt delivery:

	Chicago	Mpls.	Kans. City	St. Louis	Buffalo
Spring top patent	5.80@5.95	..@..	..@..	..@..	..@..
Spring high gluten	..@..	5.82@6.02	..@..	..@..	6.49@6.51
Spring short	..@..	5.62@5.72	..@..	5.90	6.34@6.36
Spring standard	5.75@5.85	5.52@5.62	..@..	5.80	6.24@6.26
Spring first clear	5.50@5.75	5.25@5.50	..@..	5.80	5.94@5.96
Hard winter short	5.37@5.43	..@..	5.35@5.40	..@..	5.40
Hard winter standard	5.27@5.38	..@..	5.25@5.30	5.25	5.83@5.85
Hard winter first clear	..@4.79	..@..	4.20@4.40	5.10	5.33@5.55
Soft winter short patent	6.07@7.05	..@..	..@..	..@..	5.40
Soft winter standard	4.29@6.35	..@..	..@..	..@..	5.38@5.40
Soft winter straight	..@..	..@..	..@..	4.60	5.23@5.25
Soft winter first clear	4.00@6.15	..@..	..@..	4.35	5.02@5.05
Rye flour, white	4.15@4.17	3.98@4.08	..@..	4.63	4.71@4.73
Rye flour, dark	3.17@3.40	3.08@3.23	..@..	3.88	3.96@3.98
*Family in cotton, rest in paper.					
	New York	Phila.	Boston	Pittsburgh	*New Or.
Spring high gluten	6.39@6.49	6.50@6.60	6.39@6.50	6.40@6.64	6.15@6.35
Spring short	..@..	6.30@6.40	6.24@6.35	6.25@6.49	6.05@6.15
Spring standard	6.14@6.24	6.25@6.35	6.14@6.25	6.15@6.39	5.95@6.20
Spring first clear	5.85@6.20	5.80@6.00	5.92@6.22	5.90@6.36	5.80@6.05
Hard winter short	5.96@6.06	5.95@6.05	5.98@6.09	5.75@6.02	5.45@5.65
Hard winter standard	5.75@5.86	5.90@6.00	5.78@5.89	5.65@5.82	5.30@5.45
Hard winter first clear	..@..	..@..	..@..	..@..	4.70@4.90
Soft winter short patent	..@..	..@..	..@..	..@..	5.05@5.35
Soft winter straight	4.65@5.20	..@..	4.77@5.37	..@..	4.70@4.95
Soft winter first clear	..@..	..@..	..@..	..@..	3.95@4.20
Rye flour, white	4.60@4.70	4.55@4.65	..@..	4.54@4.60	..@..
Rye flour, dark	..@..	..@..	..@..	3.88@4.10	..@..



## Stockholders Approve Merger of Purity, American

Stockholders of the Purity Bakeries Corp. of Chicago and the American Bakeries Co. of Atlanta have approved a merger of the two companies. The name of the company will become "American Bakeries Co."

Purity stockholders had their meeting in Chicago June 9 and voted more than 88% of the outstanding stock in favor of the merger. American stockholders at a meeting in Atlanta June 2, gave an affirmative vote of over 94%.

The company will operate 61 plants in 20 states. Its general office will be in Chicago, and executive offices will be maintained in both Chicago and Atlanta. The company's annual sales will exceed 125 million dollars.

The principal officers will be: Lewis A. Cushman, chairman of the board; C. S. Broeman, vice chairman of the board; George L. Burr, chairman of the executive committee; Daniel J. Uhrig, president; and D. W. Elliott, executive vice president.

The board of directors, in addition to the above, will include John Pirie of Chicago, former treasurer of Purity, and W. T. Spence of New York City.

The merger became effective June 15 and transactions on the New York Stock Exchange in the preferred and common stocks of the company will thereafter be in the name of American Bakeries Co.

### New Memphis Plant

MEMPHIS—The new American Bakeries firm opened its new and enlarged \$1,500,000 plant here recently with a series of special events and ceremonies. It extended over a week.

Special tours were arranged for Memphis civic leaders by M. J. Curry, Taystee bread manager. The general public later was admitted by invitation extended by their grocers. Visitors touring the bakery were able to see the bread in the making and received gift loaves of bread and other souvenirs of the occasion.

Club and school groups were welcomed by appointment following the opening celebration. The company started the extensive modernization program a year ago with the acquisition of adjoining property. A truck garage with a basement was added to the west side of the existing building and a new bread, cakes and rolls department to the east side. Latest in mechanical development was added.

Building additions on this property give the company 29,000 feet of floor space, more than doubling the original space. The garage gives loading space for 42 trucks. The bakery now has a production capacity of 7,400 lb. bread an hour, plus heavy production of rolls and cakes.

### NAMED BOARD MEMBER

ITHACA, N. Y.—Morgan B. Pennington, president, Pennington Bros., Inc., Cincinnati, has been elected to the board of directors of Hines-Park Foods, Inc., here. Mr. Pennington is also president of Kentucky Bakeries, president of the Cincinnati Bakers Club and vice president and director of the Ohio Bakers Assn. Pennington Bros. is one of 15 bakeries making Duncan Hines Bread under license by Hines-Park Foods.



**BISCUIT PLANT DEDICATED**—The National Biscuit Company began the formal dedication of its huge new Chicago bakery, the "largest and most modern biscuit and cracker bakery in the world," June 9. Occupying 12 acres of a 45 acre site, the plant was completed at a cost of 20 million dollars and is capable of producing 167 million pounds of crackers and cookies a year. The bakery will employ approximately 2,400 persons. It required more than two years to build and is designed to utilize the most modern production and packaging techniques. The building is more than a fifth of a mile long, featured by a well-proportioned 10-story tower which fronts on Kedzie Ave. and contains storage facilities for raw materials. Here are housed 93 huge steel storage bins with a total capacity of 115 carloads of materials, mainly flour and sugar. Over 200 freight cars and many hundreds of trucks stream into the bakery each month delivering an average of 13 million pounds of raw materials every 30 days. The plant provides a total floor area of 868,000 sq. ft., nearly 20 acres. Twelve streamlined travelling band ovens as long as a football field are capable of producing up to 650,000 crackers an hour each.

## R. W. Payette Elected Head of New England Bakers Assn.

PORTSMOUTH, N. H.—Raymond W. Payette, Girard Baking Co., Burlington, Vt., was elected president of the New England Bakers Assn. at its 32nd annual convention held at Wentworth-by-the-Sea, Portsmouth, N. H. Mr. Payette succeeds Fred G. Stritzinger, Continental Baking Co., Boston.

William F. Goodale, Jr., Berwick Cake Co., Roxbury, Mass., was named vice president.

A summary of baking business conditions in New England was presented at the business meeting. Mr. Payette was chairman of this session and speakers included these board members: John D. Dickson, Bay State Bakery, Brockton, Mass.; Kenneth D. Mullen, Hazel's Bakery, Allston, Mass.; George Stoerber, Ed Delorge Baking Co., Biddeford, Maine; Charles T. Tagman, Tagman's Pastry Shoppe, Worcester; Frank J. Mack, Mack Baking Co., Bangor, Maine, and Louis Steves, Viking Baking Co., W. Hartford, Conn., substituting for Arvid C. Marcuson, a board member from the same firm.

It was pointed out at the business session that bakery sales are keeping pace with and in some cases, are above last year. The future appears bright, the speakers explained, and the exodus of industries from the New England appears to have ceased.

The importance of keeping sales low and product quality high was stressed and members were urged to continue utmost cooperation with the Bakers of America Program of the American Bakers Assn.

Mr. Stritzinger, the retiring president, told the convention that while it is important for the NEBA to build for the baking industry in New England, members must strive to build the industry in the entire U. S. He urged more memberships in the NEBA, stating that a larger association could promote more services.

Dr. Allan A. Stockdale, National

Association of Manufacturers, urged members to accept the challenge of the impossible to build a better America. It would be fatal to think, he explained, that America could not be made better. Washington cannot solve the problems of the future, the doctor pointed out, but the people can. It is wise to accept the wisdom of the people and let them "risk and make mistakes," he said.

Other convention highlights included colored movies of a trip to Hawaii by E. C. Johnson, H. A. Johnson Co., Brighton, Mass., and another on merchandising methods, sponsored by the Nashua Corp.

As a token of appreciation for his service as president, Mr. Stritzinger was given an engraved wrist watch by Mr. Mack in behalf of the association.

Members and their families were treated to a full program of sports and social activities, including ocean cruises, deep sea fishing, golf, putting, horseshoe, tennis and cards.

The NEBA golf trophy was awarded to Paul Mueller, Clinton Foods, Inc., Somerville, Mass., for low net for bakers and allied members; the H. A. Johnson trophy went to Robert White, Globe Ticket Company of New England, Boston, for low gross for bakers and allied; the Standard Brands, Inc., trophy for low gross for bakers, was won by Ellis C. Baum, Continental Baking Co., New York; the Bill Hanna memorial trophy, for low net for New England bakers only, was won by Mr. Payette; and the Lady Clinton trophy was won by Mrs. Ellis C. Baum for low net, ladies only.

Mr. Baum was master of ceremonies for the annual banquet program. Mr. Payette was general chairman of the convention committee.

### BUTTER CONSUMPTION DROPS

In 1940 Americans ate nearly 17 lb. butter each; now they consume a little under 9 lb. a person annually.

## Research Stressed by George Coppers to AIB Graduates

CHICAGO—Research, one of the principles on which the American Institute of Baking was founded, was the topic of George H. Coppers' address to the institute's 63rd graduating class.

Mr. Coppers, president of the National Biscuit Co., told the students that future progress for the baking industry will depend on research and application of improved production methods, marketing, and product quality. Individual baking concerns may insure their progress, he said, by maintaining close touch with the work of industry research centers, such as the institute. Technical and scientific training acquired through AIB training, he added, has furnished the graduates with a broad perspective with regard to potential industry developments.

Dr. Robert W. English, director of education, presided over the commencement ceremonies. Ceremonies included alumni greetings from Charles DeBrower, of the Alumni Assn.'s board of directors; a reading of Louis Bromfield's tribute, "Bread Is Life," by class member Walter E. Sehnert; farewells from the class delivered by class president H. Peter Latham, and from the faculty by principal emeritus William Walmsley; introduction of Mr. Coppers by institute president, Howard O. Hunter. Louis E. Caster, chairman of the institute board, awarded certificates to the graduates. The ceremony ended with a charge to the graduates from Dr. English.

—BREAD IS THE STAFF OF LIFE—

## AMF EXPANSION INCLUDES ENGINEERING LABORATORY

NEW YORK—The American Machine & Foundry Co. has opened a development engineering laboratory in Greenwich, Conn., as an expansion of the design and development activities of the company's engineering division, Fred K. Powell, AMF vice president in charge of engineering announces.

H. A. Oldenkamp, formerly chief engineer of the Brooklyn plant, will serve as director and R. A. Kimes, formerly assistant to Mr. Oldenkamp, will be manager. Eventually 170 persons will be employed by the Greenwich organization.

The development work at the laboratory will include work on atomic energy, radar antennae, sonar, rocket launchers, gun loaders for heavy artillery, textile machinery and other equipment. The company is heavily engaged in the defense program and also makes a full line of baking equipment.

—BREAD IS THE STAFF OF LIFE—

## CHARLES C. STUMPF GETS NEW GMI BAKERY POST

NEW YORK—Charles C. Stumpf has been appointed district sales manager, bakery sales, of the New York district office of General Mills, Inc., according to an announcement by Charles R. Kolb, eastern sales manager.

Mr. Stumpf has been employed in the New York office of the company since 1925, and has for the past 14 years served as principal sales assistant to W. A. Lohman, Jr., former eastern district sales manager who recently was named sales manager of General Mills' flour division in Minneapolis.



# International Completes 21-Mill Modernization Program



**INTERNATIONAL MODERNIZATION**—Nearing the end of an extensive program of modernization of all its mills, the International Milling Co. played host in Minneapolis recently to R. Buhler, president of Buhler Bros., Swiss milling machinery manufacturing corporation. Mr. Buhler, on the left in the illustration at the left above, discusses one of the new equipment installations with Atherton Bean, executive vice president of International. The center

illustration shows one of the completely re-equipped roller mill floors, and at the right is one of the new stabilizer and washer installations, intended to afford increased flour uniformity and greater whiteness. The inset illustration represents the cover of International's new brochure, "Reaching for Perfection," which describes the progress of the milling process as a foreword to a description of International's modernization program in all its mills.

**MINNEAPOLIS**—The completion of a modernization program in the International Milling Co.'s 21 mills was announced recently by Atherton Bean, executive vice president of the firm.

Equipment of new European design for the conditioning, washing and milling of wheat has been installed in all of International's mills located at Buffalo; Detroit; Kansas City; Minneapolis; Salina, Kansas; Greenville, Texas, and other milling centers. It is reported by the company to be the largest purchase of European milling machinery in U. S. history.

The newly designed equipment includes stabilizers to condition the wheat before milling, wheat washers, air cleaners that purify all air reaching the wheat and flour throughout the milling process, and automatic roller mills. Tests conducted with flour from the new equipment show

marked improvements in uniformity, whiteness and baking characteristics, the company states.

The machinery was selected after a year's investigation of milling processes and equipment in major milling centers throughout the world, and was supplied by Henry Simon, Ltd., England, and Buhler Bros., Switzerland.

International feels that revised mill operations and techniques made possible by the new equipment can result in "improved whiteness and baking characteristics" of flour.

The first in the series of new machines is a stabilizer, which is said to insure proper wheat conditioning regardless of climatic conditions.

"Extreme variation in wheat temperature has long been a major problem to the milling industry," International spokesmen said. "In the winter, the wheat entering the mill from the elevators may be at a tempera-

ture of 0° F.—in the summer it may be 80° F. Uniform flour can be milled only from wheat that is of the precise temperature and moisture condition required for the type of wheat being milled. The new stabilizer, by a steam shock treatment, assures proper wheat conditioning regardless of climatic conditions."

Following the temperature control operation, the wheat passes into the new spinner-washers where it is submerged and moved rapidly through clean, constantly changing water. The wheat then passes into the spinner portion of the washer where it is damp-dried by spinning in exactly the same manner in which clothes are damp-dried in home washing machines. In the final step of the cleaning operation, the wheat is treated with air of controlled temperature to remove surface moisture.

New, English built, Simon roller-mills, equipped with precision-con-

trolled rolls and self-regulating feed devices, "eliminate much of the grinding variance common with older types of roller mills," International claims. "They reduce the need for frequent manual resetting and their unusual construction enables them to maintain settings accurate to thousandths of an inch."

New air cleaners are used to purify and condition the air that comes in contact with the flour and thus assist in maintaining high sanitation standards throughout the milling process. This equipment also serves as an aid to humidity control.

As part of its announcement, International has prepared an informative brochure which tells the story of the U.S. milling industry's major advancements from 1620 to 1953. Copies of the booklet, entitled "Reaching for Perfection" are available at no cost from the International firm.

## W. E. Long Co. Stresses "Survival of Fittest" During Conference

**CHICAGO**—Good attendance at the 39th General Managers' Conference is reported by the W. E. Long Co., which sponsored the meeting at the Edgewater Beach Hotel here June 22-24.

Independent bakers from the U.S. and Canada attended the sessions to participate in discussions relating to the conference theme, "Organizing for Leadership."

In a keynote address which opened the conference, E. E. Hanson, president of the Long company, pointed out critical problems of bakery management.

"We must recognize that the baking industry is now going through a period of 'survival of the fittest.' The capacity of the baker for capable management will determine his right to survive," Mr. Hanson stressed.

"The constantly increasing proportion of income absorbed by selling and delivery" was indicated as one of the baking industry's most pressing problems.

A unique feature of the program

was the appearance of a national labor leader to discuss, with bakery managers, the aims of labor and the areas in which the two groups might work to a common advantage. Mr. James Cross, president of the Bakery & Confectionery Workers International Union of America, was the spokesman for labor.

Another unusual feature was a world premiere of 3 dimensional television commercial in color, presented by the Long company's radio and television department.

A plea for greater cooperation between the baker and the grocer, and for more effective merchandising help, was sounded by R. J. Frederick, a director of the National Association of Retail Grocers. Mr. Frederick heads a special committee of NARGUS to promote the sale of bread in the independent stores making up its membership.

Technical subjects were handled by staff members of the Long company and by D. K. Banks, Airveyor division, the Fuller Co.; Tyler Stevens, American Machine & Foundry Co., and Edgar Parker, J. B. E. Olson Body Co.

A discussion panel on cluster type roll packaging included E. C. Forks, Holsum Bakery Co., Ft. Wayne, Ind.;

L. H. Braun, Keystone Baking Co., West Bridgewater, Pa., and Rex E. Dimick, associate editor of Baking Industry magazine.

Discussion panels on end label promotions and private brand competition included: E. J. Gase, Gase Baking Co., Saginaw, Mich.; H. B. Ungles, Ungles Baking Co., Des Moines, Iowa; Mr. Braun; Cesar Medina, Holsum Bakers, Tampa, Fla.; W. H. Haller, Haller's Eagle Bakery, Altoona, Pa.; William Trammell, Holsum Baking Co., Harlingen, Texas, and C. F. Heath, Heath's Holsom Bakery, Salina, Kansas.

### Endorses Vitamin D

Dr. Franklin C. Bing, formerly of the American Institute of Baking and formerly secretary of the Council on Foods and Nutrition of the American Medical Assn., emphatically endorsed the addition of vitamin D to white enriched bread as being in the public interest. He commented that enriched bread was an excellent carrier for vitamin D and originally had been so recognized in the Federal Standards of the Food & Drug Administration. These standards have been endorsed by the Food and Nutrition Board of the National Research Council.

Other subjects of vital interest to bakers were: "Human Relations of

the Supervisor and the Supervised," by Abbott Spaulding, general personnel supervisor, Illinois Bell Telephone Co., and "Cooperation of Government and Industry," by John C. Clay, U.S. Department of Commerce.

Cost control, sales, advertising and consumer relations discussions rounded out the program. The closing address was delivered by Dr. Alfred P. Haake, special consultant to the General Motors Corp.

A reception, banquet and entertainment headlined the social schedule of the conference, which also included a ladies' luncheon.

Plans are being made for the W. E. Long Co. Sales and Advertising Conference to be held in December this year, and for the 40th General Managers Conference slated for June, 1954. According to Long company president, E. E. Hanson, the purpose of these conferences is to bring to the attention of management, subjects of critical importance, new developments and trends so that independent bakers may be kept well informed.

—BREAD IS THE STAFF OF LIFE—

### BIGGER APPETITES

The average American is eating about 12% more food than before World War II.

# Does Your Insurance Protection Cover You Against External and Internal Thievery?



Contributing  
Editor

George J. Emrich

**R**ECENTLY two cool, masked bandits entered the second floor offices of the Emrich Baking Co., Minneapolis, herded 10 surprised employees (including the writer) into one office, and escaped cleanly with the bank deposit. These men were professionals. They carried .45 caliber automatics that rendered argument useless. They moved with speed and intelligence, thoroughly familiar with the layout and routine of our company. Then they vanished, leaving us meekly facing the wall. They were specialists. We were sitting ducks.

After the last queries of police, radio and newspaper had been answered we dug into our files for our insurance policies. The loss had been over \$4,400, \$1,900 of it in cash. Our coverage was for \$4,000, a policy written years ago and renewed annually without revision. On this occasion we stood to lose \$400. Fortunately prompt action enabled us to cut the loss to cash only, by advising customers to cancel the checks taken in the robbery. (The insurance company gladly stood the \$1 cancellation fee in each case.) Thus an unusual preponderance of checks in the deposit saved us a substantial loss. But the narrow escape led us to examine closely into the limits of all our insurance policies.

The purpose of insurance, of course, is to indemnify people who undertake risks and suffer losses. A proper insurance program, there-

fore, demands a broad study of every possible field of loss. In policies covering criminal acts this study benefits by a pessimistic approach. Certainly the distorted mind of the thief, the embezzler, even the petty pilferer has proved sufficiently ingenious to pocket many millions of industry's hard-won dollars in recent years.

Nor are the wisest of us immune to surprise in this particular. Surely the insurance companies themselves might be expected, from long tribulation with man's chicanery, to have sealed all avenues of loss from their own coffers. Yet, not too long ago an insurance executive himself, 52 years old, visited a convention and enjoyed his first night out in 15 years. A few drinks, the curvaceous allure of a strip-teaser, and the lessons of a lifetime were forgotten. Sixty days later he landed in jail. He was short \$45,000 in his accounts. His safe, well-regulated home was wrecked.

Carrying insurance protection for dishonesty does not prevent crime; it only discourages it. Even people who had never harbored a criminal thought may succumb for such reasons as gambling, extravagant living, family difficulties, inadequate salaries, or extra-curricular romances. Competence at work is never a guarantee of safe morals. Instead it may be a sign that the employee is sufficiently intelligent to evade the most careful of auditing checks.

## Quiz Yourself About Your Crime Insurance

1. Do you always read your insurance policies?
2. Have your loss limits been revised lately to account for inflation?
3. Are you complying with all warranties and other conditions in such policies?
4. Have you a competent insurance broker or agent to analyze your procedures and insurance needs?
5. Are you taking advantage of blanket insurance, with all its possible premium savings?
6. Are key employees amply bonded?

While the lone wolf thief is dangerous enough in this unsuspecting world, the collusion of two or more in a company is an even greater peril. In a Pennsylvania bakery some years ago a discharged employee came in with a fantastic tale. As a result it was discovered that two supervisors, a shipping clerk and three drivers had been milking the company of considerable amounts for a long time. The shipping clerk gave the drivers merchandise nightly without charging them, the supervisors approved, and the weekly split was enough to make all of them happy. It would never have been revealed had it not been for the suspicions of a clerk the supervisors had fired.

Collusions between thieves inside the company with others outside can be even more difficult to find. In one bakery, according to Cadmus and Child, who wrote Internal Control Against Fraud and Waste, a cake foreman invented a slick system with the man who delivered frozen eggs to the company.

Each day the driver would wheel a truck full of cans of eggs into the icebox, and emerge later with a load of empty egg cans. Concealed under the empties were full cans that he stole from the stock in the refrigerator. These he would sell at other bakeries for cash and split the swag with the dishonest foreman. The latter, in turn, kept the swindle going by plussing on eggs on the daily mixing sheets. The fraud was discovered only when a visiting cake expert noticed the heavy overloading of eggs in certain cake formulas.

Some other methods of embezzlement are padding of payroll with fictitious names, altering time cards to record more than the actual hours worked; failing to record the collection of bad debts which have been charged off; cash sales left unrecorded; raising checks issued to suppliers (to split the loot later); fictitious bills apparently issued from unexisting companies for supplies never received.

Philip Musica, for many years the head of McKesson & Robbins, the drug firm, stole millions of dollars from that firm by creating a non-existent crude drugs department. Each year, Price, Waterhouse & Co., took his word for it that there were vast inventories of drugs in McKesson & Robbins warehouses throughout the U.S. and Canada. Somehow his twisted, clever mind was equal to the task of keeping up a running barrage of false invoices, warehouse receipts, and checks issued to the false corporations that he had set up as suppliers. He even had a clearing office, secret, of course, from which he issued the fictional bills. An unsuspecting clerk installed there was given seven different typewriters, each one being used for only the typing of certain of the many assorted corporation invoices.

Musica, by dint of avoiding vacations and working interminable hours, kept this merry-go-round in motion for years without detection. He even gained a lofty reputation as a genius in crude drugs, because of the apparently fabulous volume he had achieved in that department of his firm. He was a highly competent executive, too, for he ran the other functions of his company so successfully that the profits overshadowed even the huge amounts he was embezzling.

In fact, it was only due to a fateful turn of events that he was unmasked at all. The board of directors denied Musica's request to borrow capital on Wall Street and instead ordered him to liquidate some of the millions in inventory of raw drugs that they thought existed in the many warehouses about the country. Musica's continued inability to do so led one of the directors to look more closely into the matter, a course which led to the astounding discovery of the multi-million dollar swindle. Ironically, the director who thus exposed Musica was also the same one who had originally brought him into the company.

If such a hoax was possible in McKesson & Robbins, with all its manifold assets of money, stockhold-

(Continued on page 60)

## ARE YOU COVERED?

What is it?	What can happen?	Available insurance
Money, securities other assets anywhere	Dishonesty of officers, employees, consignees, agents, distributors	Fidelity Insurance, Comprehensive Bonds, Consignment Bonds
Checks, drafts, Similar Orders for Payment of Money in designated offices	Forgery, Alteration	Depositors Forgery Insurance, Comprehensive Bonds, Commercial Forgery Insurance
Money, Securities, Other property	Theft, Mysterious disappearance	Extension of Burglary and Comprehensive Crime Covers
Money, Securities, Other property	Robbery, Hold Up, Within premises	Office Robbery Insurance Comprehensive Crime Covers
Money, Securities, Other property	Robbery, Hold Up Kidnapping, away from premises	Messenger Robbery Insurance Comprehensive Crime Covers
Money, Securities, Other valuable property	Burglary of Safes, Vaults, Chests (Forcible entry)	Safe Burglary Insurance Comprehensive Crime Covers
Merchandise, Equip- ment, Other property	Burglary (forcible entry)	Open Stock Burglary Insurance
Motor Vehicles	Theft, Pilferage	Automobile Theft Insurance



# Dental Caries and the Baking Industry

By Dr. L. S. Fosdick

Chemistry Department, Northwestern University Dental School

The baking industry is subject to criticism from time to time because it is thought by many that the products of this industry may cause dental caries or tooth decay.

It has frequently been said that refined flour and the products thereof are among the prime factors associated with this most prevalent disease of man. Because of this it has been advocated that we get back to the good old days when papa would take a sack of grain to the miller and have it ground into a powder, thus retaining all of the minerals, vitamins, and other food essentials that are so good for the health of humans, animals, insects and other forms of life.

Under these conditions, if papa did not have too much ground at once, it could be used up before the maggots and other animal life associated with the whole grain flour could propagate to an obnoxious extent.

This practice was excellent before man started to live in large cities and before chemists and the like began to isolate and synthesize the auxiliary food essentials. It was found that modern life required stable food, including flour. It was found that various foods could be preserved by canning, drying or freezing. Others, such as flour, could be preserved by removing some of the more unstable constituents. Furthermore, it was found that a product of more pleasing appearance could be prepared by bleaching and by certain practices of the milling art.

Thus, although modern flour does not contain all of the nutritive factors that are present in the whole grain, it can be stored to insure adequate distribution and to tide us over famine. It is also pleasing to the eye, it has desirable physical properties advantageous to the bakers, and many of the food essentials that were removed in the milling process can be restored to the finished product.

Another factor of present-day living is that during the evolution of the present stable foods the "taste" of the people has changed to the point that few people will eat whole grain products. The present-day taste is such that, even though whole grain bread is available, the most popular bread is the soft white product of highly refined flour.

It is true that back in the days of whole grain flour dental caries was a minor problem and that as life became more complicated this disease has become more common. It is also true that as life became more involved and as flour became whiter dental scientists also became more active and the real causes of dental diseases were intensively investigated. Today this science, at least among research workers, has enabled us to explain the general causes and the mechanism of dental caries. Furthermore, even though many of the

details associated with the disease are not as yet understood, a great many of them are, so it is quite possible to determine in general the impact of bakers' goods on dental caries.

Perhaps if the mechanism of dental caries is described we can demonstrate the relative effects of the various foods on dental caries.

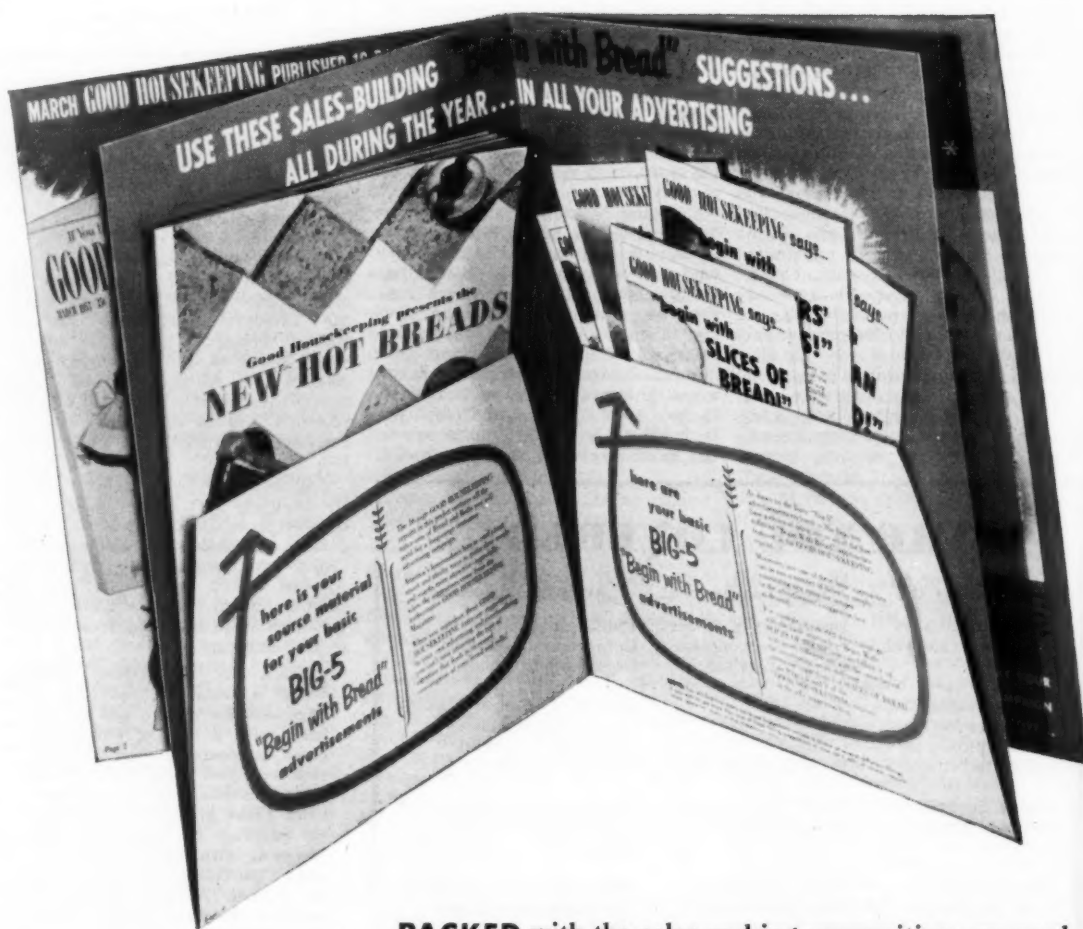
Dental caries is probably the most prevalent disease of civilized man, with the possible exception of the common cold. Unlike the common cold, however, it is not like any other disease, and the effects of a cold are immediate and soon forgotten. In the case of dental caries, one is not aware of it until after the damage is done, the disease is never fatal, and the

effects of the disease persist throughout the entire life of the individual.

Man has probably always been subject to dental caries, as the teeth of prehistoric and ancient man indicate, but until modern times carious lesions have been few and have been primarily of the occlusal pits and fissure variety. As civilization has progressed so has this disease, and even now only in the most highly organized societies have dental caries become a major health and economic hazard.

In 1949 a conference at the University of Michigan, charged with determining the factors that have been definitely proven concerning the cari-

## To sell more bread



**PACKED** with the sales-making ammunition you need, Fleischmann's complete merchandising plan helps you *get the most out of any size budget.*

There is top-grade copy and reproduction material for Counter Cards, Inserts, Posters . . . Newspaper, Radio and TV advertisements . . . Direct Mail . . . even Suggested Selling Sentences for your salespeople.

It would cost you hundreds of dollars to *buy* this material . . . yet Fleischmann is glad to *present it* to you as another of its many services to the Baking Industry!



**EDITOR'S NOTE:** The accompanying article is the text of an address given by Dr. L. S. Fosdick, chemistry department, Northwestern University Dental School, before a dinner meeting of the Inter-Industry Conference on Consumer Relations earlier this year. The conference was sponsored by the Consumer Service Department of the American Institute of Baking.



ous process, concluded among other things the following:

Dental caries is a disease of the calcified tissues of the teeth. It is caused by acids resulting from the action of micro-organisms on carbohydrates, is characterized by a decalcification of the inorganic portion and is accompanied or followed by a disintegration of the organic substance of the tooth. The lesions of the disease predominantly occur in particular regions of the tooth, and their type is determined by the morphologic nature of the tissue in which they appear.

The acids involved in the caries

process are derived from carbohydrate substances after they have been acted on by microbial enzymes. The enzymes have their origin from the microbial flora which has an enzyme system capable of breaking down carbohydrates to acids. Any micro-organism or combination of micro-organisms which is capable of maintaining an acid potential sufficient to decalcify enamel is capable of initiating dental decay.

#### Added Proof

Since this conference, further investigations have tended to strengthen these conclusions and add more in-

formation which would tend to further differentiate the carbohydrates that are the most cariogenic.

It may be well to simplify and amplify the conclusions of this conference in order to explain the effects of bakers' goods on this disease.

The outer portion of the teeth, at least the portion protruding from the bone and gums, consists primarily of a hard, dense calcium phosphate. It is very dense and hard, and is indestructible to most substances likely to be present in the mouth. It will, however, dissolve in weak acids, such as orange juice, lemon juice, grapefruit juice, sauerkraut or vinegar.

The enamel is ordinarily covered by an organic coating called the dental plaque.

This plaque is always found on the surfaces of the teeth which cannot be readily cleansed, and it is found on all of the surfaces of the teeth if they are not cleansed by oral hygiene procedures or by the action of the cheeks and tongue. This plaque consists primarily of living and dead micro-organisms and other protein derived from the food or saliva. The carious lesion always occurs under these plaques. The type of micro-organisms that live in the plaques determines to a large extent whether or not a carious lesion will develop. If the plaque contains large quantities of acidogenic organisms then carious lesions are likely to form under it.

The type of micro-organism that lives in the plaque is a personal matter and is a function of what the organisms are fed. They do not live there for the specific purpose of boring holes in the teeth, they are not mad at you and they do not drill holes for spite. They live there because they like it there. It is always warm and cozy, they find excellent shelter, and the best part of all is that they are fed regularly. In fact, if you eat what they like they will stick with you, but if you do not give them what they like they will move on to greener pastures. The acidogenic variety likes nothing better than sugar. They are not particularly interested in protein and they get plenty of this essential food from the saliva anyway.

#### Starch

They are not particularly interested in starch because most of them cannot utilize starches very well unless the saliva first changes the starches to fermentable sugars. This is usually quite a slow process and the organisms like "quick energy." About the only food they really like is sugar, and if you eat sugar in the form of cake frosting, sweet cookies, candy or even milk or orange juice, they will like you and stay with you.

If you refrain from these choice tidbits and eat nothing but protein and fat, you will have no acidogenic bacteria in your teeth and you will develop no carious lesions. If you eat starches as well, the organisms may tolerate you but in most cases they utilize starches so slowly that the acids formed can be readily neutralized by the saliva. On the other hand, if you eat sugar or products containing large quantities of sugar, they will love you. It is not their fault that they are inefficient and can metabolize sugars only to pyruvic and lactic acids—the acids that attack the teeth and form carious lesions.

#### Acid Foods

It would seem that nature has anticipated that man would eat acid foods and foods that could readily be converted into acids by microbial action. The normal mouth environment is especially designed to neutralize relatively large quantities of acid. The teeth as well as all other surfaces of the mouth are constantly bathed with saliva. This fluid will normally neutralize large quantities of acid. Furthermore, the act of mastication will normally cause an increased flow of this fluid and simultaneously the acid neutralizing power will also increase. This is particularly true with acid foods such as orange juice or sauerkraut.

Unfortunately there are some individuals who have very little saliva. There are cases on record where a congenital absence of the salivary glands precludes the possibility of

(Continued on page 22)

# and rolls NOW...

**BEGIN** with  
GOOD HOUSEKEEPING's  
now-famous 16-page color  
feature on the many deli-  
cious ways your customers  
can serve your breads. It be-  
gan with the March feature  
and now you can really...

**BENEFIT** from this  
forceful new promotion—it's loaded  
with sales opportunities!

**WANT PROOF?** Remember Good Housekeeping's 1950 "Sandwich Manual"? And the 1951 "Barbecue Cookbook"? *Fleischmann Merchandising Plans* helped bakers everywhere build profits from these popular promotions.

**NOW;** the 1953 Good Housekeeping feature opens up still *more* ways to convince your customers they *need* more bread... they'll *enjoy* more bread... they'll find it *easy* to use more bread new ways. Fleischmann's Merchandising Plan tells you how to make this a highly profitable *year 'round* promotion too!

**BUILD** on this  
fabulous \$158,000 worth  
of free bread promotion  
with the comprehensive  
Fleischmann Merchandising  
Plan, now offered without  
charge through coupon or  
your Fleischmann Man.

**ACT TODAY** to get the most benefit out of this great new sales opportunity. Send the coupon below for your *free* merchandising plan. Begin telling *your* customers to begin with *your* bread NOW!

#### FREE MERCHANDISING PLAN

Fleischmann Sales Promotion  
595 Madison Ave., New York 22, N. Y.

Rush my "Begin with Bread"  
merchandising plan!

Name \_\_\_\_\_

Business \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

F-1

# Citrus Fruits in Hot Weather Cakes

## Give Them That Cool, Appealing Look

### BOSTON CREAM CAKES (LEMON FILLED)

#### Sponge Cake Mix

#### Beat fairly stiff:

3 lb. sugar  
3 lb. whole eggs  
1 lb. yolks  
1 lb. corn syrup  
1 oz. salt  
Vanilla to suit

#### Add slowly, mixed together:

1 lb. 8 oz. hot milk (150° F.)  
8 oz. butter

#### Sieve together and mix in carefully:

4 lb. good cake flour  
1 oz. baking powder

Bake in deep, greased and dusted pie plates. When the cakes are baked and cooled, slice them in half. Place a thick layer of lemon filling on the lower half and place the other half

Continue mixing for about 5 min. Deposit into pans of desired size and bake at about 360 to 370° F. When baked and cooled, ice and fill the cakes with the following icing.

#### Lime Icing

#### Mix together until smooth and light:

2 lb. shortening  
8 oz. butter  
¾ oz. salt  
1 lb. 8 oz. water  
8 oz. ground limes  
2 oz. ground lemons  
10 lb. powdered sugar

A small amount of green color may be added, if desired, to improve the color of the icing.

### ORANGE LOAF CAKES

#### Cream together for about 4 min.:

3 lb. 4 oz. granulated sugar  
1 lb. 8 oz. shortening  
1½ oz. salt  
4 oz. milk solids (non-fat)

#### Add:

1 lb. ground oranges  
8 oz. water

#### Sift together, add and mix in for about 2 min.:

2 lb. 8 oz. cake flour  
1½ oz. baking powder

#### Then add and mix in for about 3 min.:

1 lb. whole eggs  
8 oz. yolks

#### Add and mix in until smooth:

1 lb. 10 oz. water

Deposit into well greased or paper lined loaf cake pans of desired size and bake at about 360° F. These cakes may be sold uniced or iced with orange icing.

### LEMON CAKES

#### Mix together for 4 min. on medium speed:

4 lb. 8 oz. granulated sugar  
1 lb. 6 oz. shortening  
4 lb. 4 oz. cake flour  
2½ oz. salt  
4 oz. baking powder  
½ oz. soda  
10 oz. ground lemons  
1 lb. 10 oz. yolks  
2 lb. 4 oz. milk

#### Add and mix for 3 min. on medium speed:

3 lb. milk

Deposit into pans of desired size

and bake at about 380° F. This formula may be used for layer, sheets and cup cakes.

### DIXIE LAYER CAKE

#### Cream together on low speed for about 4 min.:

5 lb. cake flour  
2 lb. 8 oz. shortening (emulsifying type)

#### Add and cream for about 4 min.:

6 lb. granulated sugar  
2½ oz. salt  
4 oz. baking powder  
2 lb. grapefruit juice

#### Then add in two portions and mix together for about 5 min.:

3 lb. 4 oz. egg whites  
2 lb. 8 oz. grapefruit juice  
¾ oz. soda  
1 oz. lemon juice

Deposit into pans of desired size and bake immediately at about 370° F. After baking and when cooled, remove the cakes from the pans and ice as desired.

### FRESH ORANGE LAYER CAKES

#### Cream together for about 4 min.:

5 lb. 4 oz. granulated sugar  
1 lb. butter  
1 lb. 8 oz. shortening  
6 oz. milk solids (non-fat)  
1½ oz. salt

#### Add gradually:

2 lb. 12 oz. whole eggs

#### Mix together:

1 lb. orange juice  
2 lb. 12 oz. water

#### Add this alternately with:

4 lb. 8 oz. cake flour  
2½ oz. baking powder

Mix until smooth. Deposit into pans of desired size and bake at about 360 to 370° F. When baked and cooled, ice the cakes with the following icing.

#### Orange Icing

#### Cream together:

5 lb. fondant  
1 lb. 4 oz. shortening  
¼ oz. salt

#### Stir in:

5 oz. evaporated milk

#### Then add:

6 to 8 finely ground oranges

Note: A little orange color may

be added to the icing to improve the color, if desired.

### CHERRY LAYER CAKES

#### Cream together for about 5 min.:

5 lb. 4 oz. granulated sugar  
2 lb. 8 oz. shortening (emulsifying type)

#### Mix together, add—in three portions—and mix for about 2 min.:

2 lb. water  
1 lb. 12 oz. granulated sugar  
1 lb. 12 oz. ground cherries (glazed)

#### Sift together, add and mix for about 2 min.:

6 lb. 8 oz. cake flour  
5½ oz. baking powder  
2½ oz. salt  
12 oz. milk solids (non fat)

#### Then add:

1 lb. 12 oz. whole eggs  
1 lb. 6 oz. egg whites

#### Mix for about 2 min., then add and mix in for about 4 min.:

3 lb. water

Note: Keep the bowl scraped down at all times. Use low speed. Deposit the batter into pans of desired size and bake at about 370° F. When baked and cool, fill and ice the cakes with the following icing.

#### Cherry Icing

#### Cream together:

2 lb. 8 oz. butter  
1 lb. 8 oz. shortening  
11 lb. powdered sugar  
1½ oz. salt

#### Add gradually:

12 oz. egg whites  
Vanilla to suit

#### Then add:

3 lb. 8 oz. chopped glazed cherries  
If desired the icing may be thinned down with a little evaporated milk.

### LEMON COCONUT CAKES

#### Cream together:

4 lb. sugar  
1 lb. butter  
1 lb. shortening  
1½ oz. salt

#### Add gradually:

2 lb. 4 oz. whole eggs

#### Stir in:

2 lb. milk

#### Sift together:

3 lb. 12 oz. good cake flour  
1½ oz. baking powder

#### Mix until smooth. Then fold in:

12 oz. macaroon coconut  
Bake at about 375° F. When the cakes are cool, place the following filling between the layers.

#### Lemon Filling

#### Bring to a boil:

3 lb. water  
2 lb. granulated sugar  
¾ oz. salt

#### When boiling, stir in the following mixture:

1 pt. water  
7 oz. starch

Bring back to a boil and when thickened, remove from the fire and stir in well:

3 oz. butter  
4 oz. egg yolks  
Juice and grated rind of 5 lemons

Ice the cakes with the following icing and then sprinkle shredded coconut on top.



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on top. Then sieve a thin layer of powdered sugar on them.

Note: Regular lemon pie filling may be used between the slices of cake.

### ORANGE NUT CUPS

#### Bring to a boil and allow to cool:

2 lb. ground raisins  
1 lb. brown sugar  
12 oz. granulated sugar  
1 lb. 10 oz. water  
1 oz. salt  
10 oz. shortening  
¼ oz. cinnamon  
½ oz. cloves

#### Stir into the above mixture:

1 lb. ground oranges  
Orange flavor as desired

#### Then add and mix in thoroughly:

2 lb. 4 oz. cake flour  
¾ oz. soda  
8 oz. fine chopped walnuts

Deposit into paper cups and bake at about 380° F. Ice if desired.

### LEMON AND LIME CAKES

#### Mix together for about 5 min.:

4 lb. cake flour  
2 lb. 4 oz. emulsifying type shortening

#### Then add and mix for about 5 min.:

6 lb. 12 oz. granulated sugar  
1 lb. 4 oz. cake flour  
3 oz. salt  
4 oz. baking powder  
½ oz. soda  
2 lb. milk  
12 oz. ground whole lemons  
4 oz. ground limes

#### Mix together and add in two portions:

2 lb. 10 oz. egg yolks  
3 lb. 10 oz. milk

Sizzling summer temperatures dull your customers' appetites and provide a real challenge to keep bakery sales at an average level. Hot weather cakes, utilizing fresh fruits and juices, provide a sales stimulus to mid-summer appetites because of the extra eye appeal.

Coolness and freshness are associated with fresh fruits and fruit juices. Take advantage of this association built up in the minds of customers by using them in variety of hot weather cakes, such as those found here. Display them attractively and set them off with a variety of display material available without charge from many fruit growers' associations. And of course, remind your sales staff to suggest a hot weather cake to each customer.

In the production of cake containing fruits or juices, it is essential that they be placed in the oven as soon as possible. The acids in the fruits and juices react rapidly with the leavening in the batters. If this procedure is not followed, the grain, texture and volume of the cakes will be harmed.

Use your own favorite icings and fillings on these cakes or you may wish to try some of the suggestions here. Many combinations for fillings and icings will also work out with excellent results.





**Lemon Coconut Icing**

Mix together until smooth and light:

- 2 lb. shortening
- 8 oz. butter
- $\frac{1}{2}$  oz. salt
- 1 lb. 8 oz. water
- 6 oz. ground lemons
- 10 lb. powdered sugar
- 1 lb. macaroon coconut

A trace of yellow color may be added if desired.

**ORANGE CUPS**

**Cream together:**

- 2 lb. 12 oz. granulated sugar
- 1 lb. 8 oz. shortening
- $\frac{1}{4}$  oz. salt
- 1 lb. 8 oz. ground raisins

**Add gradually:**

- 1 lb. 4 oz. egg yolks

**Stir in:**

- 2 lb. 4 oz. ground oranges

**Sift together:**

- 2 lb. 12 oz. cake flour
- 2 oz. baking powder

**Add this alternately with:**

- 1 lb. 4 oz. milk

Mix until smooth. Deposit into paper cups and bake at about 380° F. Ice as desired.

**ORANGE CAKE FILLING**

**Bring to a slow boil:**

- 1 lb. orange juice
- 2 oz. grated orange rind
- 4 oz. lemon juice
- 3 lb. granulated sugar
- $\frac{1}{2}$  oz. salt

**Whip together and stir into the above:**

- 2 lb. 8 oz. whole eggs
- 1 lb. 8 oz. yolks
- 1 lb. granulated sugar

**Cook until clear.**

**Then stir in thoroughly:**

- 8 oz. shortening
- 8 oz. butter

Cool before using. Keep under refrigeration.

**ORANGE SPONGE CAKES**

**Beat until frothy:**

- 1 lb. egg yolks
- 1 oz. salt

**Add slowly and continue beating:**

- 1 lb. 4 oz. orange juice
- 6 oz. lemon juice
- $\frac{1}{2}$  oz. grated orange rind

**Then add gradually:**

- 3 lb. 12 oz. granulated sugar

Beat until the mixture holds a soft crease.

**Then add and fold in:**

- 1 lb. 10 oz. egg whites which have been beaten stiff

**Sift together, add and fold in carefully:**

- 2 lb. 8 oz. cake flour
- 1 oz. soda

Be careful not to overmix. Deposit into pans of desired size and bake at about 380 to 390° F. After baking and when cooled, ice and fill the cakes as desired.

**LEMON BUTTER CAKE FILLING**

**Bring to a boil:**

- 3 lb. 10 oz. granulated sugar
- 12 oz. shortening
- 12 oz. butter
- 10 lemons, ground fine

Be sure to save the juice to dissolve the sugar.

**When boiling, stir in rapidly with a wire whip:**

- 1 lb. 8 oz. whole eggs

Stir constantly until the mixture thickens. Remove from the fire and allow to cool. This filling is very tasty and will help to keep the cakes fresh and moist. Enough may be made up for three or four days, as it will keep well without spoiling.

**ORANGE DATE LAYERS**

**Cream together on medium speed for about 4 min.:**

- 6 lb. brown sugar
- 1 lb. butter
- 1 lb. shortening (emulsifying type)
- $2\frac{1}{2}$  oz. soda
- 2 oz. salt
- 1 lb. ground pitted dates

**Add gradually:**

- 2 lb. 4 oz. whole eggs

**Mix in:**

- 4 lb. buttermilk

**Sift, add and mix in until smooth:**

- 5 lb. cake flour

**Then add and mix in thoroughly:**

- 1 lb. ground oranges

Deposit into pans of desired size and bake at about 360 to 370° F. After baking and when cooled, ice the cakes with the following icing.

**Orange Cream Icing**

**Whip together:**

- 2 lb. 8 oz. shortening (emulsifying type)
- 1 oz. salt
- 8 oz. milk solids (non-fat)

**Add gradually while beating:**

- 1 lb. 8 oz. orange juice
- 4 oz. lemon juice

**Then add and whip until light:**

- 10 lb. powdered sugar
- 8 oz. ground orange peel

**Note:** In warm or hot weather, if a firmer icing is desired, mix up to 1 lb. of flour or non-fat milk solids with the shortening at the beginning.

**ORANGE CHOCOLATE LAYERS**

**Cream together for about 4 min. on slow speed:**

- 6 lb. 12 oz. granulated sugar
- 2 lb. 12 oz. shortening
- $2\frac{1}{2}$  oz. salt
- 1 lb. 8 oz. ground raisins

**Add and mix for 2 min.:**

- 2 lb. milk

**Add and mix in until smooth:**

- 5 lb. cake flour
- 4 oz. baking powder

**Then add and mix on medium speed for 8 min.:**

- 3 lb. 8 oz. whole eggs

**Stir in until smooth:**

- 2 lb. 8 oz. milk

**Mix in:**

- 1 lb. bitter chocolate (melted)

**Add and mix in until well incorporated:**

**Pineapple Layer Cake**

**porated:**

- 1 lb. 8 oz. ground oranges

Deposit into layer cake pans of desired size and bake at about 360 to 370° F. After baking and when cool, ice the cakes with the following icing.

**Orange Chocolate Icing**

**Mix together:**

- 5 lb. powdered sugar
- 4 oz. corn syrup
- $\frac{1}{2}$  oz. salt

**Add:**

- 8 oz. orange juice
- 8 oz. warm water

**Mix in:**

- 12 oz. bitter chocolate (melted)

**Stir in:**

- 4 oz. melted butter

**Then mix in:**

- 8 oz. shortening (not melted)

**PINEAPPLE LAYER CAKES**

**Cream light:**

- 2 lb. 4 oz. granulated sugar
- 1 lb. shortening
- $\frac{1}{2}$  oz. soda
- $\frac{1}{2}$  oz. salt

**Add gradually:**

- 1 lb. whole eggs

**Sieve together:**

- 3 lb. cake flour
- 1 oz. cream of tartar

**Add this alternately with:**

- 12 oz. milk

**Then mix in:**

- 1 qt. crushed pineapple

Deposit into pans at once and bake at about 375° F. After the cakes are cooled place a layer of pineapple filling between two layers and ice with the following icing.

**Pineapple Cream Icing**

**Mix together:**

- 6 lb. fondant
- 4 lb. 8 oz. powdered sugar
- 2 lb. crushed pineapple (drained)

**Add:**

- 1 lb. 4 oz. shortening
- 12 oz. butter

**Then add gradually:**

- 6 oz. egg yolks

Cream until light. If a fluffier icing is desired add marshmallow to suit.

**MARY ANN CHERRY CAKES**

**Mix together for about 3 min.:**

- 3 lb. cake flour
- 1 lb. 12 oz. shortening (emulsifying type)

**Then add:**

- 6 lb. 8 oz. sugar
- 2 lb. cake flour

- $2\frac{1}{2}$  oz. salt

- 4 $\frac{1}{2}$  oz. baking powder

**Add and mix for about 3 min.:**

- 2 lb. 12 oz. milk

**Mix in for about 3 min.:**

- 2 lb. 8 oz. whole eggs

**Then add and mix for about 4 min.:**

- 3 lb. milk

Vanilla to suit

Deposit into Mary Ann pans and bake at about 370° F. Scale 1 lb. 2 oz. in 10 in. pans. When baked and cool, ice the sides of the cakes with butter cream and place sliced or chopped nuts on sides. Place a custard cream or butter cream icing in the inside. Then place enough drained frozen cherries on top to cover thoroughly. Then cover the cherries with cherry jelly. For cherry jelly see formulas for cherry torten.

**CHERRY TORTEN**

**Beat together until light:**

- 2 lb. sugar
- 1 lb. 8 oz. whole eggs
- 8 oz. yolks
- 8 oz. corn syrup
- $\frac{1}{2}$  oz. salt

**Add slowly:**

- 1 lb. hot milk (150° F.)
- Vanilla to suit

**Sieve and fold in carefully:**

- 2 lb. cake flour
- $\frac{1}{2}$  oz. baking powder

(Continued on page 24)

**Mary Ann Cherry Cakes**



# Modern Materials Handling

## Delivery in Bulk

## Utilization in Bulk

CHICAGO—A new type of freight car designed for bulk shipment and handling of sugar, flour, chemicals, starches and similar dry powdered or granular materials has been announced by William S. Stebler, executive vice president of General American Transportation Corp.

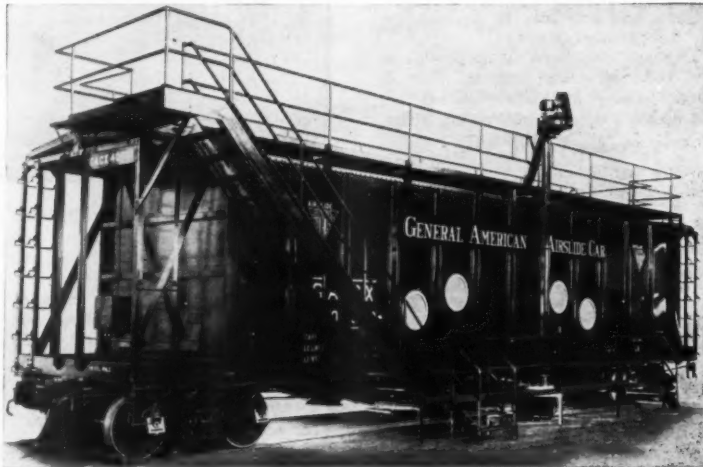
The new type car, which has been designated as the "Airslide" car, was shown to representatives of the press and industry representatives recently.

The corporation says that substantial savings in containers, dunnage and labor will be made possible to shippers for which bulk handling has not previously been considered practical. Its manufacturer also points out that the new car provides improved sanitation and less danger of contamination to the products being handled.

"The Airslide car is a radically new type of covered-hopper car," Mr. Stebler said. "Because of its basically different type of construction, the car can be built in sizes of 2,000, 2,600 and 3,600 cu. ft. to cover the whole range of powdered commodities in varying densities."

Officials of GATX said that the 2,600-cu. ft. car is expected to offer a great advance in the economical transportation of commodities having bulk densities in the neighborhood of 40 lb. per cu. ft. This car, it was stated, is of particular interest due to the AAR limitation of the height of center of gravity above the rail

## New Type GATX Bulk Freight Car



**DEMONSTRATION CAR**—The General American Transportation Corp. has announced introduction of its Airslide car, designed for handling in bulk, feedstuffs, chemicals and other powdered or granular materials. Shown above is a demonstration car with walkways to show its operation.

of 84 inches. This is the first time that it has been possible to tailor a covered hopper car to a wide range of lading requirements, according to its manufacturer.

Loading of the Airslide car is done

by gravity through hatches in the roof. The material loaded into the car may be moved from the car by either gravity or pneumatics into any conventional conveying system. The only essential piece of equipment

which the shipper requires, according to Mr. Stebler, is a small, low-pressure blower capable of delivering 200 cubic feet or more of air per minute. The estimated cost of the blower is between \$500 and \$600.

The car was designed in collaboration with the Fuller Co. of Catasauqua, Penn., utilizing the Fuller Airslide. The essential part of the Airslide is a fabric of special design stretched over a U-shaped shallow steel channel. The channel below the fabric forms a plenum chamber into which air is introduced as a pressure approximately 1 lb. per square inch, and in varying quantities, depending upon the material to be transported. The Airslide slopes toward the center of the car and as air is forced through the fabric, slowly permeating the commodity above the fabric, the material in the car is aerated and "fluidized," causing it to flow like water to the unloading point.

In order to insure a minimum of product retention in the car upon the completion of each unloading, the Airslide car design embodies the features of all-welded construction and 60° slope sheets. Optionally a wax lining, non-toxic, possessing corrosion resistant properties, can provide the interior of the car with a smooth surface. This same wax has been tested on the GATX "Trans-Flo" car for several years and has proven successful, according to Mr. Stebler.

## Dental Caries

(Continued from page 19)

any saliva. Furthermore, X-ray or radium therapy for malignancies of the face may destroy the salivary glands. Under these circumstances even the slow production of acid from starch or bread cannot be tolerated and rampant dental caries always results, even when the only source of acid may be starches from bread, vegetables and other starch foods. In general the acids which may be derived from starch foods, milk sugar and fruit juices can readily be neutralized by a normal flow of saliva. The surveys made among peoples in countries like Italy and China, where the staff of life is starch, bear testimony to this fact. These people have diets exceptionally high in starch, but very low free sugar, and have an extremely low incidence of dental caries. Furthermore, about the only carious lesions found are the occlusal pit and fissure type, the type found in early man. Thus it would seem, from theoretical considerations as well as from actual observation, that starch such as is found in bread has very little influence on the carious process, except in the unfortunate few whose tooth anatomy is such that the saliva cannot bathe the surface or those in whom the saliva itself is not available.

### What Causes Caries?

If starch such as is found in breads has little bearing on our problem, what then will cause dental caries. We have described how fermentable

sugars and starches will encourage the acidogenic bacteria to inhabit the mouth and build their homes in the sheltered spots on the tooth surface. We have described how the saliva in a normal individual will neutralize any acids that are derived from starches and normally acid foods. We have also indicated how the acidogenic bacteria like fermentable sugars and how the metabolism of these sugars results in lactic and pyruvic acids. We have indicated how slowly acids are formed from starches. We have not indicated how rapidly acids are formed from sugars.

It has been demonstrated time and time again that, when fermentable sugars (sucrose, glucose, and fructose) are placed on the dental plaque, acids are formed in sufficient concentration to harm the teeth in a matter of minutes. In caries-active spots the action is extremely rapid—a matter of two or three minutes. In general, the maximum acidity is reached in about ten to fifteen minutes, and a potential sufficient to harm the teeth may persist for from thirty to ninety minutes. Thus, every time a caries-active individual eats a cake frosting, certain high sugar cookies, sugar rich candy, or just plain sugar, he has a thirty to ninety minute attack of dental caries.

### Action of Fruits

If this is the case, why do not fresh fruits ordinarily cause dental caries? Man has been eating fruit as part of the diet since long before refined flour or refined sugar was available. There is reason to believe that fruits, acid foods and perhaps starches may cause

the pit and fissure occlusal cavities like those observed in ancient man and the starch-eating people of Italy, China and India. These foods cannot explain the prevalence of the disease as found in Australia, New Zealand, the Norse countries, England and the United States, where refined sugar is abundant and inexpensive. Oranges, grapefruit, peaches, grapes, plums, figs, dates and prunes all contain between 10 and 15% sugar, the same sugar as is found in the sugar bowl. Why then do we place the onus of causing caries on sugar? Is not the fruit sugar the same as refined sucrose? The answer is quite simple. Whether or not sugar will cause dental caries depends not only upon the bacterial flora of the mouth but also upon the concentration of the sugar. The exact harmful concentration has not as yet been ascertained and in all probability is variable, depending upon certain characteristics of the dental plaque.

### Nature's Protection

An intensive investigation of the dental plaque reveals that it has a remarkable buffering capacity. It can neutralize tremendous amounts of acid. Since it is so consistently present it is probably nature's protection against acid foods such as orange juice, lemon juice, sauerkraut and other acid foods. Any of the above is sufficiently acid to dissolve the teeth if the tooth surface is nude and free from plaque. The plaques were probably not intended to harbor acidogenic bacteria in such high concentrations. When acid foods are consumed only the surface of the plaque becomes acid.

When dilute sugar solutions are consumed only the surface of the plaque becomes sweetened, and then acid. It is only when concentrated solutions are placed on the plaque that penetration is rapid, and acid is formed under the plaque. The rate of diffusion with the plaque is a function of the molecular concentration. Natural sugars, such as are found in fruit and fruit juices, are dilute and hence will not penetrate. Only in honey, dried fruits and refined sugar can we obtain sufficiently high concentrations to be harmful. In addition, sugar is the only organic food useful to man with which it is physically possible to obtain solutions of high molecular concentrations or high diffusion pressures. Thus, if man would go back to the natural diet, dental caries would no longer be a health and economic hazard. This need only be true in regard to sugar solutions. The cariogenic portion of bakers' goods is confined to those products which will produce concentrated sugar solutions on the tooth surface. These would include cakes, cookies, pastries, and frostings of high sugar content. The bread and the variations of bread should be practically innocuous in normal people, regardless of whether they are made from whole wheat or refined flour.

### Dental Caries Is a Problem

We have discussed how the presence of sugar on the tooth surface is the prime etiological factor in dental caries. This knowledge is of little avail unless we can do something

about it. The incidence of dental caries in this country is astounding. It has been said with authority that if all of the dentists in this country would cease to work on adults and devote all of their time to filling the new carious lesions in children they could not nearly keep up with the increment of new carious lesions. This sad state of affairs must not persist. It will only serve to increase the cry of angry parents to crusade pitch against sweets and sugar foods, and the harmless portion of the bakers' products may be hurt in the scramble. Even though it is recognized by biochemists and those versed in nutrition that sugar is an inexpensive and valuable food, the effect of concentrated sugars on the teeth may cause a wave of opposition to its use. The sugar industry should be complimented for producing the cheapest and most abundant chemically pure organic compound, but they should be castigated for their lethargy in not recognizing and correcting the one basic fault. There are ways of preventing dental caries, and, from the theoretical aspects of the problem, there are ways of making even concentrated sugar solutions innocuous in regard to dental caries.

#### Prevention

The first and most obvious method of preventing dental caries is to eliminate sugars from the diet. This method has been tried in controlled experiments and in some cases because of necessity. On an experimental basis in small population groups it works remarkably well. This method will never work in other than selected groups if refined sugar is available. People like sugar, and unless the caries problem becomes a personal health and economic problem, people will eat refined sugar. Furthermore, by the time the personal problem becomes acute the damage is done. In cases of this type people find hindsight far more effective than foresight.

The literature is full of reports of the markedly different, and sugar-free, diets imposed upon prisoners during the past war; yet dental caries was decreased to a minimum among people forced to live and die on these diets. The peoples of war-torn Europe during the past war, where sugar was drastically curtailed and the diets certainly not improved, exhibited a drastic reduction in dental caries incidence. It is no simple coincidence that the dental caries rate has increased since the war when the supply of sugar was restored.

An experiment was reported, using rats as the test animal, which was very revealing. When rats are fed a diet consisting of 65% sugar fortified with all of the necessary food elements, approximately 98% of the rats suffer rampant dental caries. When the same diet is fed by stomach tube not a single lesion will develop. One might conclude that if we should take our sugar by stomach tube the problem will be solved. This, of course, could be modified so that we could swallow our cookies, cake and candy in gelatin capsules. It is predicted that this prevention measure will be even less popular than the elimination of sugar from the diet.

#### Practical Control

A more practical method of control has been conclusively demonstrated. If we recall that the maximum acid potential on the tooth surface is present at ten to fifteen minutes after the ingestion of sugar, we should realize that it should be possible to prevent caries by washing the mouth before this interval has elapsed. This has been demonstrated in well-controlled

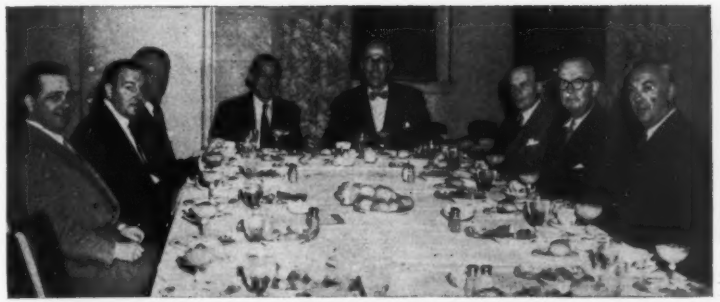
experiments. It is at times rather awkward to rush from the dining table in order to brush the teeth. Furthermore, it may be embarrassing and at times poor etiquette to explain to the hostess that one should brush one's teeth instead of lingering at the table for a time after a pleasant meal. However, one can finish the meal with a drink of water and permit the water to flow gently over the teeth without attracting too much attention. This, indeed, should be practical and it will prevent many carious lesions.

#### Resistance to Acids

Another method of preventing dental caries, and perhaps the best at present, is to make the teeth more resistant to acids. This can be accomplished by fluorides either applied topically by the dentist or placed in the communal drinking water supply. There seems to be little logical reason why all city water supplies should not contain fluorides. At present, whether or not it should be done has become a political question rather than a scientific one, but on the basis of scientific evidence all communal water supplies should contain about 1 p.p.m. of fluoride ion.

#### Future Research

The most effective means of preventing dental caries from a theoretical point of view has not as yet been perfected. This is not because of lack of effectiveness but because of the lack of means of application. It is known that the acids are formed under the influence of microbial enzymes. The enzymes are known and the mechanism of acid formation has been quite thoroughly studied. There are literally hundreds of compounds available today that will block or inhibit the enzyme action. In the presence of these compounds, even when sugar and acidogenic bacteria are available, no acid can form. Such compounds as ammonia, urea, vitamin K, quaternary base detergents, and a host of others will effectively block the formation of acid from sugar. The main difficulty involved with the use of these compounds is that they must be present on the tooth surface or in the plaque before they can stop the action on the tooth surface. At present none of them will remain in place for any appreciable



**PLAN HUGE BAKING EXPOSITION**—A meeting of the 1955 Baking Industry Exposition committee, composed of members of the American Bakers Assn. and members of the Bakery Equipment Manufacturers Assn., was held recently in Washington, D. C. Preliminary plans for the ABA-BEMA exposition were discussed. The exposition will be held in Atlantic City, N. J. Oct. 1-6, 1955. Attending the meeting were (above, left to right): Ray Walter, BEMA secretary; John E. Morrill, Union Machinery Co., Joliet, Ill.; E. A. McLaughlin, Ward Baking Co., New York; Benson Littman, Ekco Products Co., Chicago, vice-chairman of the committee; J. Roy Smith, Smith's Bakery, Mobile, Ala., chairman of the committee; Harold Fiedler, ABA secretary; Gerard R. Williams, Williams Baking Co., Scranton, Pa.; and Karl E. Bauer, Liberty Baking Co., Pittsburgh, Pa. Claud Bryson, Baker Perkins Co., Saginaw, Mich., member of the committee, was unable to attend the meeting. Ex-officio members of the committee are E. E. Kelley, Jr., ABA president, and J. U. Lemmon, Jr., Doughnut Corporation of America, New York, BEMA president. Mr. Fiedler was elected secretary-treasurer and Mr. Walter assistant secretary-treasurer of the exposition committee.

length of time, as they are washed from the mouth by the saliva. Much progress has been made in providing a mechanism for their retention in the mouth and it is to be anticipated that the endeavor will prove successful in the not too distant future. Even if retention is provided this alone will not be satisfactory for the mass control of dental caries. People must use it before it can be effective.

#### Inhibitors

By the use of enzyme inhibitors it is theoretically possible for people to "eat their cake and have it, too." If an inhibitor could be found that has the proper physical and chemical properties it could be incorporated into sugar and hence render the sugar innocuous. This could be done at present except for a few details. One could use vitamin K if one did not object to the color and taste; it would dye the sugar yellow and would taste bitter. Other compounds would be suitable if they were not toxic, while still others would dye the

sugar purple and have a terrible taste. Nevertheless, insofar as compounds have been found that have the prime requirement, it should be possible either to find or to synthesize the ideal substance. Much progress has been made in this endeavor, although the problem is most difficult. Only research will provide the solution and perhaps in the foreseeable future success will be attained. In the meantime, the baking industry should derive some satisfaction from knowing that their main product—bread—is innocuous so far as tooth decay is concerned. Their cakes and cookies and pastries of high sugar content are harmful, but it is hoped that even here research will enable us to find a way to remove the one objection to these otherwise fine foods.

—BREAD IS THE STAFF OF LIFE—

## 1954 Convention Discussed by ARBA

**CINCINNATI** — Gordon Nash of Priscilla Bakery has been appointed chairman of the local committee in charge of arrangements for the annual convention here March 14-17 of the Associated Retail Bakers of America.

With ARBA president, William F. Thie, Virginia Bakery, Cincinnati, presiding, the executive committee of the ARBA met at the Netherland Plaza Hotel recently to discuss preliminary plans for the convention, which is expected to attract 3,000 retail bakers and their families. In addition to numerous equipment and ingredient displays, an "art show" of decorated cakes is planned.

Also discussed at the executive committee meeting were plans to secure release of government stores of surplus butter for use by the nation's bakers.

—BREAD IS THE STAFF OF LIFE—

#### FINAL SUMMER MEETING

**MILWAUKEE** — Activities of the Wisconsin Flour & Bakers Allied Trades Assn. wound up for the summer months with the June 19th meeting. Members attended the Milwaukee Braves-N.Y. Giants baseball game. Richard Moreau, Moreau & Risch, Milwaukee, and Ray Pinczkowski, Ph. Orth Co., were co-chairmen.



**DEMONSTRATORS**—Bakers in this group were among those demonstrating various skills at the recent Oklahoma-Arkansas bakers' convention held at Oklahoma A. & M. College, Okmulgee. Left to right: Byron Mead, shop instructor, Oklahoma A. & M. College school of baking; J. F. Bogner, Swift & Co.; B. R. Kramer, Procter & Gamble; Orville Sisson and Albert Swanson, Red Star Yeast Co.; Ray Bay, Ann's Bakery, Tulsa; Harry Zimmerman, Emporia Pastry Shop, Emporia, Kansas; and Wilbur Busken, Busken's Bakery, Oklahoma City. Some of the products, and bakers and allied representatives attending convention are seen in the background. John Scott, Scott's Bakery, Lawton, was elected president; Jim Bills, Bills' Bakery, Chickasha, was elected vice president, and Bill Boyd, Martha Ann Bakery, Shawnee, was elected secretary-treasurer. It was decided to meet with the Arkansas bakers at Hot Springs, Ark., in 1954, and at Oklahoma City, in 1955.



## Questions and Answers

### A SERVICE FOR BAKERS

Conducted by

**Adrian J. Vander Voort**

Technical Editor of The American Baker

The American Baker, without cost to its subscribers, offers through Mr. Vander Voort, technical editor of The American Baker and head of the School of Baking, Dunwoody Industrial Institute, to answer and analyze production problems. Samples of baked goods should be sent to Mr. Vander Voort, Dunwoody Industrial Institute, Minneapolis, where the laboratories and facilities of the school are at the disposal of the readers of The American Baker; communications should be addressed to The American Baker, 118 South Sixth Street, Minneapolis, Minnesota.

### Salt Free Bread

I have had requests for salt free bread, rolls and cookies, and, therefore, would appreciate your forwarding me recipes for same which could be used for small quantities.—W. D., Iowa.

I have your letter asking for a formula for salt free bread, rolls and cookies. In regards to salt free bread and rolls, all you have to do is leave salt out of the formula and shorten fermentation time. In cookies just leave salt out of whatever formula you wish to use.

### Fried Pies

Can you send me instructions for making fried pies? They are served with apple and other pie fillings. I would like to know especially the method of making the crust.—Mrs. D. B. W., Minn.

I have your letter requesting instructions for making fried pies. The following formula is generally used for making them:

#### PIE DOUGH FORMULA FOR FRIED PIES

Formula and mixing method:

Scale into a mixing bowl and rub together well between the hands, the same as for regular pie dough:

- 4 lb. pastry flour
- 1 lb. 3 oz. shortening
- 1½ oz. salt

Next make a bay in the center of the mixture and add:

- 1 lb. 4 oz. ice cold water

Then mix the whole mass together so that a smooth dough is obtained. This dough can be used at once, but will produce a better crust if it is allowed to stand for an hour or more in a cool place before using. This formula produces a very delicious and tender crust on the fried pies. Fried pies are made up in a variety of sizes. Those made up on a 6 in. pie tin are the most popular.

To make up the pies, roll out the dough and break off pieces of the desired size, so that when rolled out they cover a 6 in. pie tin. Place dough on tin and jar it down into the tin well. Then put in the prepared filling on one-half of the dough. Wet the edges of the dough and fold the other half of the dough on top of the filling. Pat down the sides and trim. These pies are then turned over on a regular doughnut screen and another

screen placed on top; they are then placed in hot fat 380° F. and fried to a nice crusty brown color.

Fried pies should not be cooked at too high a temperature as this will not allow the dough to fry through properly and they will be doughy on the inside.

The filling for fried pies should not be too thin, but should be thick enough so that it will not run. If the filling is too thin there is a tendency for it to leak out, causing trouble during frying.

Fried pies are very popular in many sections of the country and many bakers have made a specialty of this particular product and by using quality ingredients, the bakers have been able to build up a very fine business.

As in the regular pies, apple filling seems to be the most popular in fried pies, but mince, raisin, and pineapple, etc., are also very good sellers.

### Doughnuts

We would appreciate very much if you would supply us with information relative to doughnuts. We are particularly interested in the best all purpose shortening or oil for frying doughnuts and also would like your advice on whether or not oils are better than shortening for this purpose.—F. A. B., Guam.

I have your letter asking for information relative to the frying of doughnuts. Today there are on the market in this country a number of manufacturers of shortenings who produce a special frying shortening. These shortenings have a very high stability and also a high smoke point. They are made to do an especially good job on fried products. Oils are not generally used for frying purposes for doughnuts due to the fact that oil is a liquid at normal temperature. Being a liquid the doughnuts seem to be more greasy as the oil doesn't set up on the crust like a regular frying type shortening would. When oil is used there is also a greater tendency for the coating of sugar which is sometimes used on doughnuts to become greasy and discolored.

### Freezer

I am considering the use of a freezer in connection with merchandising doughnuts and related fried items. Any information regarding freezing procedures, methods, etc., will be greatly appreciated.—R. G. T., Fla.

I have your request for information on the use of a freezer in connection with the merchandising of doughnuts and related fried items.

It has been found that doughnuts can be shaped and frozen unbaked. When removed from the freezer and thawed out they are then proofed and fried. The best temperature for freezing is around 10° F. above zero. The products made from the richer doughs will retain their shape and appearance better than those made from a lean formula. Many bakers have had

excellent results with filled bismarks, long Johns, crullers and other fried products. However, some of them fry these products at a slightly higher temperature.

If the fried products are frozen, it has been found that best results are obtained by allowing the products to come up to room temperature and then glaze or sugar them. If the products are glazed or sugared before freezing some difficulty may arise due to the condensation of moisture during the thawing out. The following is a formula for the glaze, and is recommended:

- 4 lb. powdered sugar
- 4 lb. fondant
- 1 lb. 8 oz. hot water
- Flavor to suit.

This glaze should be used while hot.

### Retarder

Will you please send me information on how to use a retarder? I've ordered a three door retarder. Do you think it would be wise to put fruit cake which has been baked into the retarder? If so, how long can I keep it?—C. I., R. I.

I have your letter and am enclosing two booklets which have a lot of valuable information for you on the use of a dough retarder.

In regard to storing baked fruit cake in a retarder, I would like to state that you may possibly run into difficulty. Due to the high moisture content in the retarder your fruit cake is very apt to become soggy and may mold readily. Also, you will find that if the fruit cake is glazed before being placed in a retarder box that the gloss will disappear. In our opinion it would be a poor practice to use a retarder box for the storing of fruit cake.

### Formulas

(Continued from page 21)

Scale 9 oz. into 8 in. layer cake pans and bake at about 370° F. When baked and cool, spread a layer of custard cream on top. Then run a border around the top edge using the following butter cream icing.

#### Butter Cream Icing

Place 1 pt. of whole eggs or whites in a machine bowl.

Add slowly, while whipping on medium speed:

- 5 lb. powdered sugar

Then add:

- 2 lb. butter (not cold)
- 2 lb. shortening
- ½ oz. salt
- Vanilla to suit

Beat until light. After the borders are made by using a No. 6 star tube and a canvas bag, place enough drained frozen cherries on top of the custard to cover thoroughly. Then cover cherries with this jelly.

Bring to a boil:

- 1 qt. cherry juice

Then mix thoroughly:

- 1½ oz. cornstarch
- ½ pt. water

When the juice comes to a good boil add the starch mixture and stir rapidly until the mixture thickens. Remove from the fire and cover the cherries at once before the jelly stiffens.

#### APRICOT CARAMEL CAKES

Mix together for approximately 5 min. on low speed:

- 5 lb. cake flour
- 2 lb. 8 oz. shortening (emulsifying type)

Add and mix in for about 3 min.:

- 6 lb. 12 oz. granulated sugar
- 2½ oz. salt
- 5¾ oz. baking powder
- 2 lb. 8 oz. milk

Then add and mix in for 4 min.:

- 2 lb. 12 oz. whole eggs

Stir in for about 4 min.:

- 2 lb. milk

Then add and mix in for about 4 min.:

- 5 lb. crushed canned apricots

Deposit in pans of desired size and bake at about 360° F.

Note: Be sure that the apricots are broken up into small pieces. Scrape down the bowl and mixing paddle several times during the mixing period. After the cakes are baked and cool, ice them with the following icing.

#### Caramel Base for Icing

Cook together to 320° F.:

- 5 lb. brown sugar
- 1 lb. butter
- 1 lb. 8 oz. water

Remove from the fire and stir in the following mixture gradually:

- 3 lb. 6 oz. granulated sugar
- 1 lb. 12 oz. milk solids (non-fat)
- 2 lb. 8 oz. water

Continue mixing until smooth. Cool before using.

#### Caramel Icing

Mix together:

- 5 lb. powdered sugar
- ½ oz. salt
- Vanilla to suit

Add and mix in:

- 1 lb. 4 oz. boiling milk
- 12 oz. invert syrup or honey

Then stir in:

- 12 oz. melted shortening
- 6 oz. melted butter

Then add and mix in until smooth:

- 6 lb. caramel base
- 1 lb. shortening

Apply the icing while it is warm (about 110° F.) for a glossy finish. This icing may be reheated by placing it in a warm water bath.

#### PEACH LAYER CAKES

Mix together on low speed for about 5 min.:

- 5 lb. cake flour
- 2 lb. 8 oz. shortening (emulsifying type)

Add and mix for 5 min.:

- 6 lb. granulated sugar
- 8 oz. milk solids (non-fat)
- 3 lb. canned peaches
- 3 oz. salt
- 6 oz. baking powder

Then add and mix until smooth:

- 2 lb. 12 oz. whole eggs
- 5 lb. canned peaches

Deposit into pans of desired size and bake at about 375° F. When baked and cooled, fill and ice as desired. Suggested icing.

#### White Fudge Icing

Cook to 228° F.:

- 2 lb. 4 oz. granulated sugar
- 6 oz. honey or invert syrup
- 1 lb. milk

When cool, add and beat together until smooth:

- 6 oz. butter
- 4 lb. 8 oz. powdered sugar
- Vanilla to suit

If a thinner icing is desired, thin down the above icing with some cream or evaporated milk and beat smooth.

—BREAD IS THE STAFF OF LIFE—

#### SCHULZE & BURCH EXPANDS

CHICAGO—Ground has been broken for a \$500,000 addition to the plant of Schulze & Burch Biscuit Co., Chicago. According to Paul Schulze, Jr., president, the addition will contain about 26,000 sq. ft. and will be used for baking cookies and biscuits.





## FORMULA

ingredient used in such variety of products  
without this and many other notable

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To produce bread and rolls of fine quality day after day, every ingredient used should be uniform. This is particularly true of ingredients which are used in small amounts, but whose contribution to quality during make-up and in the finished merchandise is extremely important.

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# The Power of Men and Machines

★ ★ By ★ ★

**A. R. Fleischmann**

**Vice President and General Sales Manager,  
Standard Brands, Inc.**

For a moment or two, let's consider the three basic M's in production: materials, machines and men.

We'll all agree that all 3 M's are necessary production factors. The

commercial production of bread and other bakery products today would be impossible without good materials, such as flour, shortening and other essential ingredients. Also in

this day and age of mechanization, machines such as your modern dough mixers, bread wrapping machines, ovens, etc., are also necessary.

The power required to operate

these machines is spoken of as horsepower. Simply in terms of physical energy units a single horsepower is equal to many a single manpower. I don't know how many, but I am sure that solely from the standpoint of physical power, it would take the combined strength of quite a few men to equal that of a single horse. But this is not important because, after all, the physical strength of a man is not a real measure of manpower. True manpower could better be defined in terms of skill, ingenuity and "know-how."

Yes, materials and machines are needed to produce bread—but it takes men to plant, harvest and mill the wheat and to process the milk, shortening, and other necessary materials. It takes the inventive skill of men to design and build our machinery and it takes men to install, maintain and operate these machines in the modern bakery.

So in the final analysis the power of men is the most essential factor in production and often the most neglected.

## Human Engineering

The maximum development of manpower is the greatest feat of engineering today—human engineering. Materials, machines and production all depend on this one basic factor—human engineering.

The dictionary defines "engineering" as "the art and science by which sources of power are made useful." From a broad point of view then, we are all engineers. It has also been rightly said that the human will to work is the most promising single source of power we enjoy.

Fundamentally, the most efficient harnessing of manpower—human power, is our big job, your job and mine. It is the cornerstone of any successful business.

True enough, we live and will continue to live in a machine age. It is the power of machines that has made this nation great but without manpower there would be no machines. Therefore, we come right back to manpower as the main spring which deserves our primary consideration.

## Difference Between Men, Machines

In this connection we must first recognize the two fundamental differences between machines and men.

First—a machine cannot think—a man can and does think. What a difference. Second—two or 200 machines may be identical in every respect, but no two people are. People are human beings with minds, ambitions, and emotions. That is what makes understanding, handling and developing people much more complicated, much more interesting and much more worth while.

## Fundamental Factors

While the development of people and the getting of top efficiency from our manpower involves many factors—it can be resolved into a few sim-

**EDITOR'S NOTE:** The accompanying article is the text of a speech made by A. R. Fleischmann, vice president and general sales manager of Standard Brands, Inc., at a meeting of the Detroit Production Men's Club. Associated with the baking industry for over 35 years, Mr. Fleischmann is a past president of the Allied Trades of the Baking Industry and past vice president of the American Society of Bakery Engineers. He has made numerous contributions in the general field of personnel relations and sales training.

## DOWFUME EB-15 CAN STOP INFESTATION WHERE IT STARTS

DOW'S mill machinery and spot fumigant helps prevent insect build-up



Treating an elevator boot with Dowfume EB-15. Note: Operator has gas mask readily available.

You can say "No Admittance" to insects by fumigating elevator legs and boots with Dowfume® EB-15, Dow's effective low vapor pressure spot and machinery fumigant. This stops insects at the entry point from which infestation may spread throughout the milling system.

Many mill sanitation experts recommend treating elevator legs and boots once each month with Dowfume EB-15. This residual fumigant evaporates slowly and is retained in the dead stock, where it can remain effective for 30 to 60 days after application. Dowfume EB-15 is applied to

elevator boots through hand-hole opening of slide spout, through slide in side of boot or through hole drilled in boot.

For general space, vault, box car and tarpaulin fumigations—Dow Methyl Bromide works speedily but thoroughly—controls pests in all stages of development—aerates rapidly. Your fumigator has the facts. Ask him about Dowfume EB-15 and Dow Methyl Bromide. We will furnish his name on request. THE DOW CHEMICAL COMPANY, Midland, Michigan.

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Mr. and Mrs. Clarence Boesch of Truman, Minnesota do the fair with Mr. Northwest



Listen to Cedric Adams' News, Sunday, 12:30 on WCCO.

## "Cedric Adams showed us something new at the Minnesota State Fair last year"

"Imagine seeing the fair with Cedric Adams... that's what happened to Mrs. Boesch and me when a Cargill representative introduced us to Cedric at the Minnesota State Fair last year. Cedric, you know, tells about Cargill products every Sunday at 12:30 on his WCCO news broadcast. So, after our tour of the fair, we made a visit to some of the creative processing plants which Cargill has in the Twin Cities area. That's when Cedric really showed us something new..."

"We always thought of Cargill only as a grain firm. We never realized they also do so much processing of our farm products—and make products for our farms. Cedric explained how Creative Processing 'eats up' over three-fourths of all our farm crops. We never thought of it just that way, but it certainly makes sense. Every processor has to risk his money, his tools and his know-how to take the 'raw materials' we grow and make them into something that can be used or sold."



"This was the first real industrial lab most of us had ever seen. And we could see what it means to us farmers when creative processors invest in laboratories like this. Here Cargill is looking for new and better ways to use our farm crops—and for improved products that can be used on our farms."



"What's in a box of dog food? We were sure surprised to learn that a creative processor like Cargill puts 21 different farm products into just one box of Nutrena Dog Food. So a processed food like that means a steady, all-year-long demand for the numerous farm products that go into it."



"We watched Cedric conduct the finals of the 4-H Club Talent Contest sponsored by Cargill and the Minnesota Agricultural Extension Service. Here Cargill Vice President L. L. Crosby presents a check to the winners. With farm kids growing up in an age of Creative Processing, America's future looks mighty bright."

## CARGILL, Creative Processors of Farm Products

Processing and Grain Marketing Offices in Minneapolis and 35 other cities



This is how Cargill is telling the importance of processing and processors to farmer-readers of papers like The Farmer, Wallaces' Farmer, Dakota Farmer, etc.





A. R. Fleischmann

ple principles. If we understand and apply these basic principles intelligently, we will be doing a pretty good job of it.

#### Self Analysis First

In developing our man power successfully probably the first thing we should do is to conduct a little "self-research" and take honest inventory of ourselves.

This is based on the premise that before anyone can efficiently direct the work of others—one must first analyze himself, so as to understand and correct his own shortcomings. In self analysis, we must accurately size up little things that assume major importance, such as:

1. Our actual knowledge of our own business.
2. Our self confidence.
3. Our ability to reason coolly and sanely.
4. Our ability to control our emotions.
5. Our ability to make firm decisions—at the same time being open-minded and flexible in our thinking.
6. Our degree of fairness and tact.
7. Our sympathy and spirit of helpfulness for the other fellow.
8. Our everyday practice of the "Golden Rule."

Several steps are involved in developing a strong, productive organization. This refers to all departments of a business and is directly applicable to the production department. These steps comprise what we previously termed human engineering. First, let us think of new employees.

#### Selection of New Employees

From a long range point of view the intelligent selection of new employees is perhaps the most important step in developing a strong organization. The first step in any selection plan is a carefully worked out guide for choosing the right men for the right jobs—the square pegs for the square holes and the round pegs for the round holes.

The tools used in this selection process should be tailor-made for each organization and should include such things as specially designed personal history records, techniques for getting reference background, and a few simple tests to measure qualifications not readily apparent in an interview. One of the most important things to determine is the prospective employee's potential ability and his attitude toward the job to be done.

The second step in regard to new employees is induction and orientation. A man's first impressions are lasting. It is important to make every new employee feel that he is a part of a team and that his new job will be a happy one. A friendly cooperative atmosphere should prevail at all times. It is important that the new employee appreciate the reliance that his fellow-workers place in him, and, in turn, the reliance that he must place in his fellow-workers.

The third step is basic training for the new employee. The objective is to pass on to the new employee

the basic essentials of his or her job in such a simple and convincing manner that sufficient knowledge is provided for satisfactory performance on the job . . . satisfactory to the employer as well as the employee. The job should be made as interesting as possible, for this largely determines the efficiency of performance of the job. Never forget that happy people are productive people.

#### The Present Organization

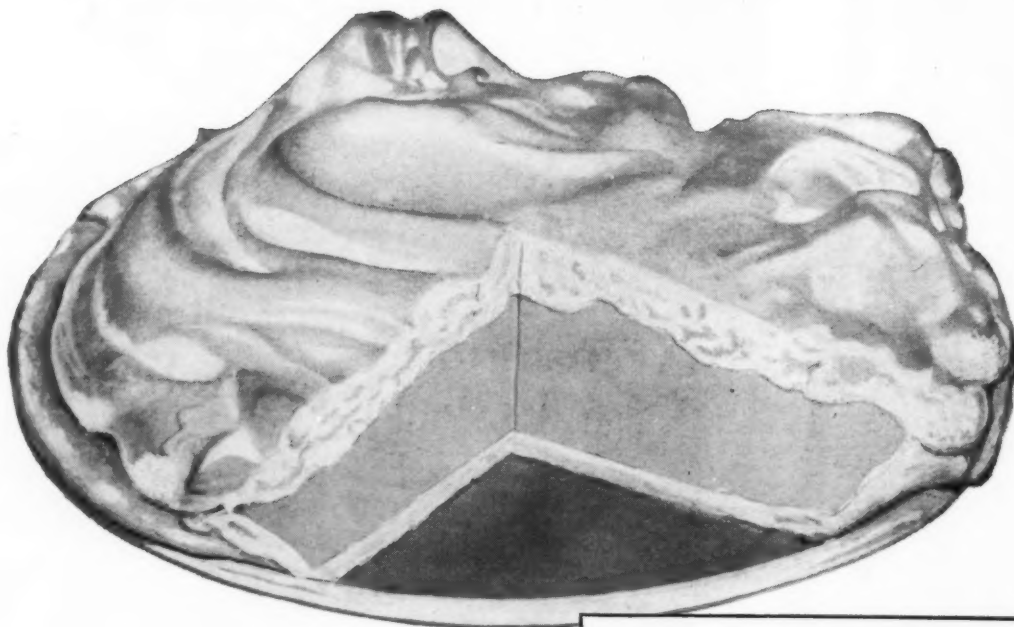
Now that we have discussed briefly, new employees, let us consider the man now on the job—the man who has been on the job for some

time. What can be done to improve this situation? Well, there are many things that can and should be done and I'd like to point out several of the most essential.

First of all, workers—and this means anyone who earns a living—needs full appreciation for the work he does. There is a normal urge on the part of everyone to find out how he is doing. And it's an important managerial responsibility to satisfy that urge.

This can be done in more than one way. Sometimes a brief, but genuine compliment does the trick. On other occasions recognition of a

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Yes, with Borden's you'll bake a better lemon pie . . . a delicious pie your customers will want to enjoy time and again. So, why accept artificial or imitation flavors, when you can get Borden's Powdered Lemon Juice from your distributor today, and begin *right now* to bake with Borden's!



#### Home-style LEMON MERINGUE PIE (Makes five 9-inch pies)

Lbs.	Ozs.	Bring to a brisk boil:
3	8	Water (3½ pints)
2	4	Sugar
—	4	Butter or Veg. Shortening
<b>Mix together dry:</b>		
—	4	Borden's Powdered Lemon Juice
—	6	Corn Starch
—	¼	Salt
<b>Now make this dry mixture into a smooth cream by stirring in:</b>		
—	8	Water (½ pint)
—	7	Egg Yolks (equals 10 egg yolks)

Pour this cream slowly into the boiling syrup while stirring. Continue cooking until filler thickens. Fill into baked shells. When pies are partly cooled, spread with meringue. Sift lightly with powdered sugar. Brown in medium oven.

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job well done may take more tangible forms: public acknowledgement of good work, or an improved job situation or salary increase. But no matter what form the recognition takes, there is a need for it. Each productive worker has a right to be appreciated.

#### Keep Workers Informed

Second, workers need to be kept informed. They are, after all, on the inside and they should be treated as responsible members of the family. Most of our companies are pretty big families. And it is not always possible to keep every worker in-

formed on a face to face basis. For this reason, as well as for the more important reason that our foremen are part of management, we should make certain that the foremen are always in possession of the facts and in a position to explain them to the men who are under them.

Third, most people like and want sympathetic interest in their personal problems. This does not imply a social worker attitude, or a prying curiosity about personal affairs. It does mean a willingness to talk over anything that is important to the other fellow—on the basis that what matters to him matters to us.

Fourth on the list is the techniques of making each job as interesting as possible. There are very few jobs—particularly in bakery production that completely lack elements of interest. But there are many managers and supervisors who fail to dramatize these elements and hence fail to develop worker interest.

This does not imply that you have to combine the skill of a dramatic playwright along with your production skills in order to impart interest to a job. It simply means making sure that the worker knows why his job has to be done—why it is important—how it fits in with the other

jobs and what he is contributing to the end product involved.

An interested enthusiastic employee is certainly more productive than one who is not. Suppose you were to ask three different men doing the same job just what his job was. Let us assume it is the man responsible for mixing doughs and let us assume you get three different answers, namely:

I'm working for "so much" an hour; or I'm mixing doughs; or I'm helping to produce the best bread in all Detroit.

It is obvious which one of these men is doing the best job of the three, and unquestionably he is a happy member of the company family.

#### Help the Other Fellow

Helping the worker to get ahead is a fifth activity that pays off in more productive manpower. Everyone is interested in improving his situation in life. And it is part of your job and mine to create an atmosphere where workers do not feel they are bumping their heads against a ceiling—where they are assured through action as well as words that growth is not only possible but desirable; and that advancement will follow upon demonstration of growth.

#### Tactful Discipline

A sixth item I should like to mention is the technique of tactful discipline. It was a wise man who said that the art of administration is knowing when to pull your punches. So tactful discipline is by no means synonymous with no discipline. It is rather, such acute awareness of the human element in all business dealings that punches are pulled at the right time—with correction meted out with such justice and equity that the rightness of the action is beyond question.

This technique, admittedly, calls for a great deal of self-discipline. But management can't afford the luxury of "blowing its top" even for justifiable cause. No correction or criticism is as effective if given in anger or in front of other people. Praise can be public, but criticism should invariably be private.

If we assume that the workers enjoy fair wages and good working conditions, this list of "tactical" approaches to the problem of developing your manpower should pay off in the tangible reward of better, smoother production.

#### Continuous Training Program

However, everything so far suggested is based on the final all-important assumption that the workers with whom you are dealing are well trained workers—men who thoroughly understand the fundamental prin-

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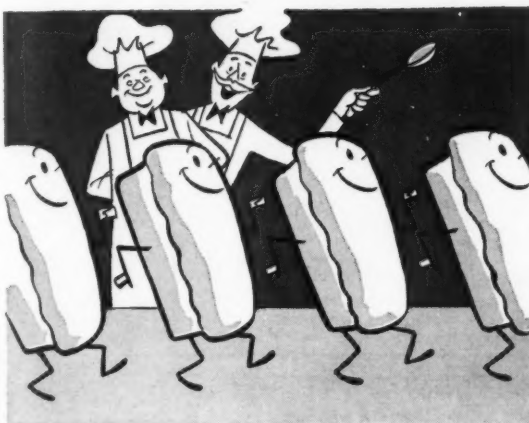
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\*Borden pioneered bakery-testing of milk in 1930—now standard in baking laboratories.

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21 quality ingredients... and None Such is the only nationally advertised mince meat today! Use the economical condensed, or the ready-to-use type. You'll get the same wonderful results.

#### Try this formula using

#### Borden's Condensed None Such Mince Meat

8 lbs. None Such (1 No. 10 tin)  
1½ lbs. sugar  
10½ lbs. water

Break into small pieces before adding to the water. Bring to a brisk boil for one minute—cool.

This filling can be used for mince pies, tarts, cookies or Danish.



#### ARMY LIKES IMPROVED EGG SOLIDS

CHICAGO—Modern-day egg solids—the result of years of research—are helping to feed Uncle Sam's Armed Forces a nutritious, palatable diet, the Institute of American Poultry Industries' egg solids committee reports. According to the committee, the Quartermaster Market Center System has just contracted to buy nearly 3 million pounds of improved whole egg solids for the Army and Navy. These contracts are based on a new specification, calling for improved taste and keeping quality made possible through new processing techniques.

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CLIFF H. MORRIS & CO. EASTERN REPRESENTATIVE, 25 Beaver Street, NEW YORK CITY

**107 YEARS OF MILLING EXPERIENCE  
PLUS MODERN LABORATORY CONTROL  
ASSURES THE BAKER EXCELLENT RESULTS WITH:**



**HUMMER—Spring Hi-Gluten  
LIBERTY—Short Spring Patent  
BEST PATENT—Standard Spring Patent  
SPECIAL—Extra Strong Spring Patent  
STRONG BAKERS—First Spring Clear  
CAKE and PASTRY FLOURS  
RYE—White - Medium - Dark**

**GEORGE URBAN MILLING CO. BUFFALO, N. Y.**

**ACME — GOLD DRIFT**  
*Better Bakery Flours*  
These Brands Meet Every Shop Need  
**The ACME FLOUR MILLS CO.**  
Oklahoma City, Okla.

**CAHOKIA FLOUR CO.**  
ST. LOUIS, MO.

ciples and techniques of the jobs they are doing.

I realize that such an assumption can never be 100% correct. But we should certainly be aiming in that direction if we hope to benefit by the productive power that resides in the human will to work. One obvious way to reach such a goal is to establish a carefully planned and continuous training program for both new and old employees "on the job." And it is most encouraging to hear of the rapid strides in this direction that have been taken by bakery operators during the past decade.

#### Training Courses

Another, less obvious and less used method of employee training is to take greater advantage of the varied bakery training facilities that are available outside the job.

I refer now to the several schools of baking throughout the country that offer various types of training courses in the art and science of baking. It has been rightly said that "there is no substitute for experience." It is equally true that there is no substitute for "knowledge." When these two forces are properly balanced and coordinated or harnessed together, real progress is assured.

In accomplishing this goal the training courses offered by such schools as Dunwoody Institute, Oklahoma A. & M. College, Florida State University and the School of Baking at the American Institute of Baking—play a very important part.

The AIB School of Baking is only one department of the American Institute of Baking which is often described as the "scientific and educational center of the baking industry." Every time I visit the institute I am more and more impressed with its wonderful facilities.

The regular 20-week course at AIB covers such important things as baking science, mathematics lectures and shop work on bread, rolls, cakes and variety products in addition to sanitation, equipment, maintenance, etc. There are also several AIB short courses of one or two weeks' duration specializing on such subjects as bakery equipment, maintenance and bakery sanitation.

The educational and training opportunities offered by the various schools of baking mean that "know-how" is supplemented with "know-why." This is an unbeatable combination in the development of manpower in the baking industry.

As our mass production methods become more and more mechanized, there is less demand for human hands and a greater demand for human heads. The old-time production boss who would rather do it himself than to be bothered imparting the technique to a slow-learning employee is a rarity nowadays. It is becoming necessary to delegate more and more responsibility for the development and use of machine power to the men who actually operate the machines.

Accordingly, gentlemen, let me come back to my original premise. The power of man and machines are both indispensable but always re-

#### THIS METHOD WOULD BROWN ANY MERINGUE

**NEW YORK**—Here is a valuable addition to your idea file. The head pastry chef at the Statler Hotel here browns his pie and tart meringues with a gas blowtorch he invented for the purpose.

member that in the development of our manpower lies the greatest opportunity for the advancement of ourselves and our industry. The poet Edwin Markham put it this way:

"We are blind until we see  
That, in the human plan,

Nothing is worth the making if  
It does not make the man.

Why build these cities glorious  
If man unbuilt goes?

In vain we build the world unless  
The builder also grows."

**David Harum**  
says:

*"Nebraska wheat  
produces flour  
of excellent  
baking quality"*

Call for  
**DAVID  
HARUM**  
*Bakery Flours*

68th Year

**LEXINGTON  
Mill & Elevator Co.**  
**LEXINGTON, NEBRASKA**

**Moore - Lowry Flour Mills Co.**  
Kansas City, Mo.  
**PRECISION-MILLED FLOURS**

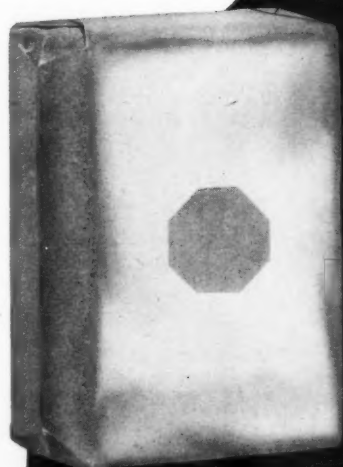
**The Williams Bros. Co.**  
Merchant Millers KENT, OHIO, U.S.A.  
Specialists Ohio Winter Wheat Flour  
All our wheat is grown on "Western  
Reserve" and bought from the grow-  
ers at elevators we own and operate.

**HIGH GLUTEN FLOURS**  
*For Bakers*  
**The Morrison Milling Co.**  
Denton, Texas  
*Emphatically Independent*

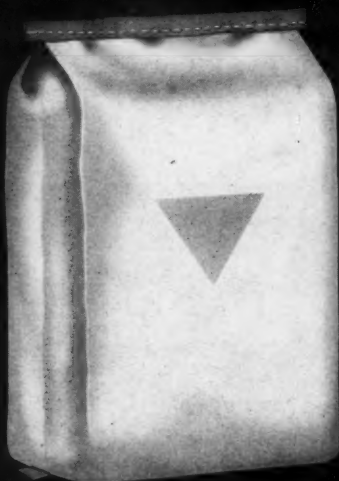
**"Whitewater Flour"**  
Ground Where the  
Best Wheat Is Grown  
**WHITEWATER FLOUR MILLS CO.**  
Whitewater, Kansas

# BUY RIGHT

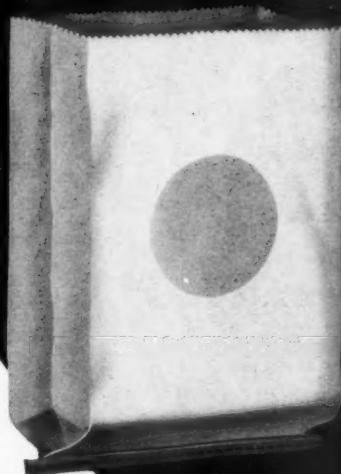
## buy CHASE MULTIWALL bags



◀ Pasted Valve

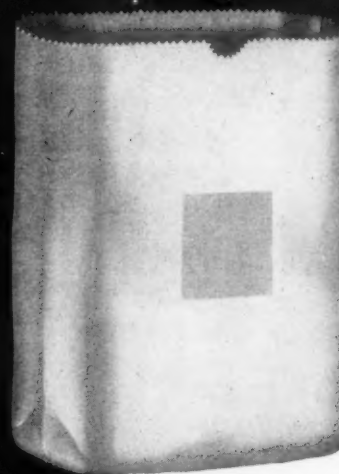


◀ Sewn valve



Sewn ▶  
Open Mouth

Pasted Open Mouth  
▼



MORE THAN 100 YEARS' EXPERIENCE  
IS YOUR ASSURANCE OF QUALITY  
— CAREFUL WORKMANSHIP—AND  
SERVICE

PLACE YOUR NEXT ORDER  
WITH CHASE!



Chase makes consumer-size flour bags for hand-tie or automatic closing.



### CHASE BAG COMPANY

GENERAL SALES OFFICES: 309 W. JACKSON BOULEVARD  
CHICAGO 6, ILLINOIS  
30 BRANCHES AND SALES OFFICES—STRATEGICALLY LOCATED





**J. P. Garrow's Talk****A Pattern for the Baker's Public Relations Program**

ST. LOUIS—Valuable prestige for the baking industry can be accomplished by the baker in every community through the method of addressing local service clubs.

This contention was born out recently in St. Louis when J. P. Garrow, chairman of the executive committee, Chapman & Smith Co., Mel-

rose Park, Ill. addressed the Kiwanis Club on the subject, "Give Us This Day . . ." According to reports, the talk evoked enthusiastic comments and recreated the real meaning of bread's No. 1 role in feeding mankind in the minds of these prominent St. Louis citizens who belong to the Kiwanis Club.

Mr. Garrow's talk was prefaced

with recollections of his boyhood in Kerry Patch, now a section of St. Louis. He correlated the progress and growth of St. Louis, resulting in the erasure of Kerry Patch, to the progress and growth of the baking industry. This, he claimed, has come about through adherence to fundamental principles, such as those Kiwanians believe. The baking industry's service extends back 6,000 years, he added.

Today, in the U.S., the baking industry:

Is the sixth largest industry in American business; is second only to meat in the food industry; grosses \$5 billion annual sales; produces and



**J. P. Garrow**

sells 40 million loaves of bread a day; supplies products with more nutrition at less cost a pound than any other food; makes the product that has the highest turnover in the grocery store (300 times annually); operates in a country where bread is consumed in vast quantities and also wasted in great volume; sells for about 18¢ a pound, while a pound is worth many American dollars in hungry China.

Mr. Garrow then traced briefly the history of baking in St. Louis, and reminded them of the Teutengbergs and Spect families which have operated bakeries for over 100 years.

The baker, Mr. Garrow told the Kiwanians is the American farmers' biggest customer. In a year U.S. bakers buy:

Wheat flour, 142,000,000-100 lb. bags; sugar, 1,200,000,000 lb.; lard, 375,000,000 lb.; shortening, 350,000,000 lb.; other fats, (not including butter), 125,000,000 lb.; Frozen eggs, 200,000,000 lb.; and dried milk, 250,000,000 lb.

Mr. Garrow added: "These are simply the staple items . . . the baker purchases millions of pounds of butter, frozen fruits, nut meats, apples, citrus fruits, raisins, etc.

"The baker is the complete manufacturer of products made from basic materials bought, stored, processed, formed, baked, finished and sold at one location.

"The baker is dependent on his neighbors for his livelihood, (I refer always to your neighborhood baker—who most people regard as the backbone of baking).

"The baker is a contributor to the well-being of his customers and a supporter of his community. He is a good citizen."

—BREAD IS THE STAFF OF LIFE—

**AIB CLASS 63 ELECTS****H. P. LATHAM PRESIDENT**

CHICAGO—Prior to commencement exercises, Class 63 at the American Institute of Baking elected its permanent class officers.

They are: president, Haverman P. Latham, a research baker for Standard Brands, Inc. Before he became a research baker, he had been in bread and cake production for 16 years, including a period with the Army Quartermaster Corps. Mr. Latham lives in Creskill, N. J.; secretary-treasurer, Robert E. Murphy, also with Standard Brands, Inc., in a sales division. He lives in Palisade, N. J.

The graduation ceremonies were held at the institute June 19.

flours

*Individually milled*

for

*superior performance!*

**B.A. Eckhart**  
*Milling Company*

1300 CARROLL AVE. CHICAGO 7, ILL.  
Sales Representatives in Principal Cities

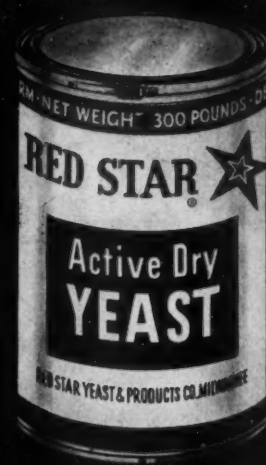
SPRING & HARD WINTER WHEAT FLOURS

SOFT WHEAT FLOURS  
for cakes, cookies, crackers

RYE FLOURS

WHOLE WHEAT FLOURS

*The new standard  
of fermentation...*



RED STAR YEAST & PRODUCTS COMPANY, MILWAUKEE



## Gardner Baking Opens New Plant at Madison, Wis.

MADISON, WIS. — The Gardner Baking Co., local wholesale baking firm headed by Louis Gardner, Jr., has opened its new 75,000 sq. ft. building at 3401 East Washington St.

Gardner Baking was established 27 years ago by Louis Garttner, Sr., who this year is observing his 52nd year in the industry.

The new bakery features one-floor construction with all production facilities on the ground floor. A second floor was constructed only over the entrance and office section of the L-shaped building.

The front of the 333×288 ft. building is of tan brick and features numerous large picture windows that provide a view of the baking processes inside. In the lobby there is a painting depicting Ceres, the Roman goddess of grain, rising above a Wisconsin farm and grain field.

### Large Production Area

Of the total area available about 34,225 sq. ft. is devoted to production.

Walls here are of sanitary glazed tile. The floor of the baking room is of commercial weight maple set on grooved beams resting on a layer of sand over a solid concrete base.

Built within the baking room with its all-white equipment, are two smaller rooms, one with 1,680 sq. ft. of area, for sponge fermentation, the other a large doughnut production area.

Immediately adjoining is a 7,000 sq. ft. supply room. An enclosed loading dock adjoins this area. It has 17,750 sq. ft. of space that will hold eight semi-trailers and 28 smaller route trucks at one time. A loading system of more than 1,600 ft. of conveyor



Louis A. King, Jr.

**ELECTED**—The Chicago section of the National Association of Sanitarians has elected Louis A. King, Jr., to its executive committee. Mr. King is director of the department of bakery sanitation of the American Institute of Baking. He is a member and director of the National Committee of Food Sanitarians; an associate member of the U. S. Association of Food and Drug Officials; and a member of the National Association of Bakery Sanitarians. As program chairman of the third annual meeting of the latter organization, he has charge of planning the program for its convention to be held in Chicago, Oct. 20-22.

winds through the loading docks to carry a continuous flow of bakery goods from the wrapping machines to the trucks.

Also adjacent to the baking floor is the refrigeration room, a storage room and a pan washing room.

### Second Floor

The second floor houses facilities for employees including 115 lockers. Employees change from street clothes to snow white uniforms before starting work. A sales training room, office and hostess room with adjoining kitchen, cloak room and rest rooms are also on this floor.

A three-day open house marked the official opening of the new quarters. During the initial day over 30,000 persons toured the plant.

It is estimated that during the initial day Gardner served nearly 30,000 doughnuts and sweet rolls, and dispensed 14,000 cups of coffee, 3,000 containers of milk and 50 cases of soft drinks.

Featuring the three-day observance was a jingle contest in which first prize was a 21 in. television set. Other awards included an automatic washer, automatic ironer, deep fat fryer, radios, bicycle, toaster, coffee maker, portable mixer, electric knife sharpener, and numerous other prizes.

In addition to Mr. Garttner, Sr., who since early this year has been chairman of the board, and Louis, Jr., who then succeeded his father as president, officers of the company are: Mrs. Esther Garttner, wife of the founder, vice president, and Bernard C. Reese, secretary-treasurer. Directors are Wallace Lulling who recently became merchandising manager; Arthur Lindeman, Minneapolis; J. Phil Joyce, who heads the Colvin Baking Co., in which Gardner acquired an interest in 1926, and Raymond Wer-nin, Akron, Ohio.

*Beautiful* **WHITE BREAD**  
made with **Wytase**  
REG. U.S. PAT. OFF. **DOUGH WHITENER**

WYTASE is the registered trade mark of the J. R. Short Milling Company to designate its natural enzyme preparation for whitening the dough.

"Wytase has done for me just what your ads claim for it," said this baker who started using Wytase 60 days ago. Bakeries old and bakeries new put trust in Wytase because of its long established reputation for making whiter bread—better eating bread—better selling bread.

**J. R. SHORT MILLING COMPANY, 20 North Wacker Drive, Chicago 6, Illinois**

No matter which way  
your flour moves...

**ATKINSON'S BULK FLOUR PLANT**  
EXTRA SAFEGUARD for bulk delivery: final  
lab check is made while flour rests in two  
bins reserved for loading—your guarantee  
of uniformity at delivery.



Atkinson delivers  
precise **UNIFORMITY**  
... bulk or sack

Milling against a storage "cushion" is the way to get uniformity. You have plenty of time to pin-point the milling operation. You have time to make extra tests. You can match a type or grade with unheard-of precision, and *know* you're right—long before the flour leaves the mill. Atkinson has been delivering this kind of uniformity for twelve years—ever since their 50,000 cwt. bin-aging\* plant was built. Important as uniformity is with sacked flour, it is doubly so with bulk flour. Whether you're buying in sacks or joining the trend toward the proved economies of bulk delivery, you can count on Atkinson for uniformity.



\*"BIN-AGED" REG. U.S. PAT. OFF.

**ATKINSON MILLING CO. MINNEAPOLIS, MINN.**



# After all!

**"THERE IS NO  
SUBSTITUTE  
FOR QUALITY"**

## WINGOLD WHEAT AND RYE FLOURS

RECOGNIZED FOR  
*Quality and Shop Performance*

**BAY STATE MILLING CO.**  
WINONA, MINNESOTA  
*Millers of HARD SPRING WHEAT and RYE FLOURS*

**J. F. IMBS MILLING CO.** ST. LOUIS, MO.  
*Millers of Hard and Soft Wheat Flour*  
**DAILY CAPACITY 4,200 CWTs. SACKS**

# STOCK

A  
BIG NAME  
IN FLOURS  
FOR  
OVER  
90 YEARS

*Famous for Flours  
Milled from Michigan  
Soft White Wheat*

**F. W. STOCK & SONS, INC.**

Established 1862

HILLSDALE, MICHIGAN  
NEW YORK • BOSTON

## DO YOU KNOW



Here's your chance to test your knowledge on a variety of subjects concerned with the baking industry. There are no encyclopedias for the bright boys, nor dunce caps either. When you have ticked off your answers, marking each statement TRUE or FALSE, turn to page 50 for a check against the correct statements. Each correct answer counts five points. A score of 70 is passing, 80 good, 90 very good.

1. A soft wheat flour contains about 25% less protein than a hard wheat flour.

2. Corn syrup is about 45% as sweet as cane or beet sugar, while glucose is only about 30% as sweet.

3. Excellent results can be obtained in making sponge cakes when using either all shell or powdered whole eggs.

4. Fruit pies may mold readily because the filling contained mold spores before being placed in the pies and baked.

5. In order to produce a glossy surface on rye bread, the loaves should be washed with a gel made by bringing to a boil 6 oz. corn starch, 1 qt. of water and about 1/4 oz. salt, before the bread goes into the oven.

6. A good procedure to use in order to kill staphylococci in custard filled cream puffs and eclairs is to place the filled shells in an oven having a temperature of 425° F. for a period of 20 min.

7. Bread in which the disease "rope" is found will have a pale crust color.

8. If a crisp crust type of hand cut doughnut is desired, it is desirable to include, at the final stage of mixing, a small amount of medium coarse granulated sugar.

9. When baking custard pies, the filling is often broken down due to the pies not being baked long enough.

10. A good fruit cake formula may contain as much as 30 lb. of fruit to 10 lb. of cake batter.

11. When is it necessary to replace

tapioca in a pie filling with cornstarch, it has been found that 50% more starch is needed in order to produce the same consistency.

12. As invert syrup contains about 18-20% water, it is only about 80% as sweet as cane or beet sugar.

13. A quart of whole eggs weighs 2 lb.

14. When liquid milk is used for baking bread it should be scalded and cooled before mixing it into the dough.

15. The government standard for moisture content in bread is that it must not contain more than 36% moisture one hour or more after baking.

16. The baking quality of yeast is damaged more by storing it at 90° F. than freezing it for the same length of time.

17. As a rule, the ash content of a bread flour is higher than that of cake flour.

18. On the pH. scale, numbers below 7 indicate alkalinity and above 7 indicate acidity.

19. Sweetened condensed milk contains 30% sugar.

20. When 10% of the sugar used in making angel food cakes is replaced with dextrose (corn sugar), the crust will have a darker brown color.

—BREAD IS THE STAFF OF LIFE—

## Sanitation Posters Added to AIB Group

CHICAGO—The American Institute of Baking has added four new posters to its series dealing with safety and sanitation practices in the bakery plant. The posters, each printed in two colors and illustrating a principle of sanitation or safety, are designed for display in work areas.

For information regarding the new series, which is numbered 901 through 904, or for those previously issued, write to the Department of Bakery Sanitation, American Institute of Baking, 400 East Ontario St., Chicago 11, Ill.

—BREAD IS THE STAFF OF LIFE—

## BEATRICE FOODS CO. APPROVES MERGER STEP

CHICAGO—A proposal to merge Creameries of America, Inc. into Beatrice Foods Co. has been approved by the boards of directors of both companies. This was announced jointly by William G. Karnes, president of Beatrice and G. S. McKenzie, president and general manager of Creameries.

Subject to approval by stockholders of both companies July 24 the company will be known as Beatrice Foods Co.

Beatrice is engaged in the processing and sale of fluid milk and other dairy products as well as other foods in 27 states. Creameries of America sells similar products in seven Western states. Beatrice sales for 1952 totaled \$235,204,000 and sales of Creameries in 1952 amounted to \$49,039,000.



## Millers of STOCK'S PATENT

Stock's Patent will give you better:

LAYER CAKES

CUP CAKES

POUND CAKES

JELLY ROLLS

Stock's Patent is a short extraction type flour made from choice Indiana and Michigan Soft Wheats in one of America's most modern mills. Especially milled to carry 120-125% sugar, it is carefully produced under rigid laboratory control. Stock's Patent is uniform and dependable. See about using Stock's Patent in your cake formulas today.



GEORGE PILLSBURY, VICE PRESIDENT, PILLSBURY MILLS, PRESENTS "JR. CAKE" TO BAKERS AT ARBA CONVENTION

## BRAND NEW CAKE IDEA INTRODUCED TO NATION'S BAKERS AT ARBA CONVENTION

### "JR. CAKE" Hailed as Answer to Demand for Smaller, One-Meal Cake

A new, money-making idea in cakes! That was the enthusiastic reaction of hundreds of bakers as Pillsbury Mills, Inc. unveiled its new "JR. CAKE" recently at the Associated Retail Bakers of America Convention in St. Louis.

Unique because of their "one-meal" size and because they are both baked and sold in special aluminum foil pans, the "JR. CAKES" were hailed by bakers as a new and easy way to increase cake sales. The new cake, according to Pillsbury officials, was specifically designed to meet consumer demands for a smaller, budget-priced, quality cake. Also, the "JR. CAKE" with its special pan simplifies production and prolongs shelf life.

Introduction of the new cake was made in Pillsbury's booth on the Convention floor. Early indications are that "JR. CAKES" will be a real sales success.



ARBA PRESIDENTS, PAST AND PRESENT, inspect the "JR. CAKE." Here, George Pillsbury, left, and Harvey Patterson, right, Pillsbury Vice-Presidents, explain the cake to outgoing president Bern Godde and new president William Thie. Said Godde, "A highlight of the Convention!"



CALIFORNIANS MEET THE CAKE as George Pillsbury lists its advantages. Left to right are George A. Lauck, Fresno; Herbert H. Schindler, Pasadena; Pillsbury; and John H. Copley, Visalia. Reaction to the one-meal size and take-home pan idea was extremely enthusiastic.

CONTINUED ON NEXT PAGE



## Bakers See "JR. CAKE" as Business Builder

While cakes of all types are known high-profit items, bakers see in the "JR. CAKE" an even bigger potential profit. Here are a few of the enthusiastic comments made by bakers at the ARBA Convention:



Robert H. Johnson, Rochester, N.Y. (at left, with William Galbraith, Pillsbury Bakery Division)

"Customers have been so anxious for smaller cakes, we often cut them in two, just to meet the demand. The other half is short-lived and often difficult to sell. I'm pleased with the idea of the 'JR. CAKE'."



L. Carroll Cole, Muskegon, Mich. (at right, with C. D. Sanderson, Pillsbury's Chicago District Manager)

"I've already tried small cakes and have found ready acceptance with my customers. In actual dollar volume, we sell more small single-layer cakes than regular two-layer items."

Andrew Steinkamp, St. Louis, Mo. (at right, with his wife and Steinkamp baker Arthur L. Seifert.)

"It was a pleasure working with Pillsbury in my shop during the ARBA Convention. I noted the enthusiastic reception given to the 'JR. CAKE' idea and I can understand why. It's a labor-saving way to more cake sales."



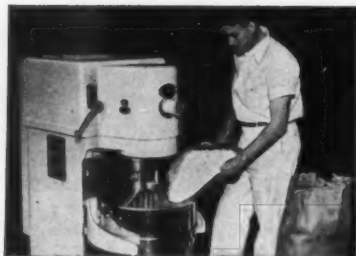
## "JR. CAKES ARE SAYS ST. PAUL

"'JR. CAKES' are a standard feature with us from now on!" says Alfred J. Munn, co-owner, Light-house Bakeries, St. Paul, Minnesota.

"We sold out 498 'JR. CAKES' in 24 hours the very first time we baked them. And," says Mr. Munn, "the only promotion work we did was our window displays and a newspaper ad the night before."

Munn, in partnership with Arthur T. Alrick, oper-

## 6 EASY PRODUCTION STEPS SHOWN IN PHOTOS



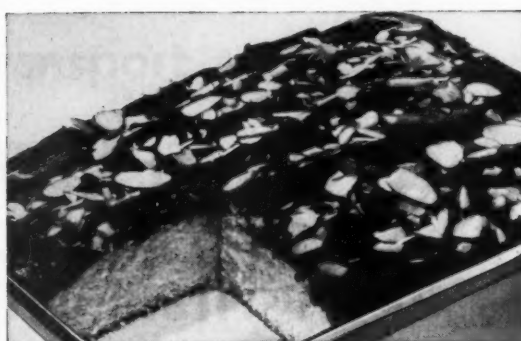
1. **MIXING.** Lloyd Sorenson, Pillsbury Technical Serviceman, starts a batch of "JR. CAKES," using a Pillsbury mix.



2. **SCALING.** Nine to ten ounces of batter is scaled into the special aluminum foil pans. Cakes are baked and sold in pan.



3. **INTO THE OVEN** go the cakes. "JR. CAKES" may be baked eight to a tray, speeding up production.



## "JR. CAKES" Aid Profits 8 Important Ways

Experience of bakers already in production on "JR. CAKES" indicates that eight major benefits stem from the cakes themselves and from the aluminum foil pans:

1. Allows Higher Ratio Cakes—pan protects the cakes from batter to serving. No de-panning needed.
2. Stays Fresh, Moist Longer—pan seals out air for longer shelf life.
3. Speeds Production, More Time for Finishing—permits greater variety, more eye appeal.
4. Cuts Finishing Time—the top is all you frost—save money on frosting, too.
5. Creates "Traffic-Stopper" at Self-Service Counters—aluminum pan sets off the cake—helps sell on sight.
6. Simplifies Handling—bake and sell in same pan—no pans to wash.
7. Fits All Operations—from retailer to wholesaler—easy to wrap or bag in cellophane.
8. Boosts Profits by Increasing Repeat Sales—wonderful texture, home-made quality, budget price—small size means frequent purchase.



**FREE PROMOTION KIT**, available from Pillsbury, includes: (above) window pennants, price tickets, counter cards, newspaper mats, store posters. All this in one complete kit from Pillsbury salesmen or jobbers.

## BIG SUCCESS," BAKERY OWNER

ates nine retail shops in St. Paul in areas representing all income groups.

"We're expecting heavy repeat sales, too," says Munn. "We are producing excellent quality, using Pillsbury's Sno Sheen Cake Flour for our 'JR. CAKE'."



MUNN

## TAKEN IN MODEL BAKERY AT ARBA CONVENTION



**4. OUT OF THE OVEN** they come, high, light and finely-textured. Baking time is 25 minutes at 350 degrees.



**5. FINISHING.** Almost endless variety can be had through the toppings. Icing plus the pan seals in freshness.



**6. AND INTO THE CASE . . .** High, handsome "JR. CAKES" base their appeal on "one-meal" size and wide variety.

CONTINUED ON NEXT PAGE



# YOUR SUCCESS WITH NEW "JR. CAKES" DEPENDS UPON THEIR EATING QUALITY

Store sales tests show that consumers make their first purchase of a "JR. CAKE" because its size, convenience, and eye-appeal sells them on sight.

Common business sense tells you that repeat sales depend upon how well your customers like the flavor and eating qualities of the cake itself.

With the use of foil take-home pans you can put the eating quality into "JR. CAKES." You can bake a lighter, more tender-textured cake than Mrs. Housewife—without the danger of "cripples". Take-home pans protect the most delicate cake from batter to table.

To help you produce "JR. CAKES" with the light, tender texture and consistent high quality that produces repeat sales, we recommend Pillsbury's Sno Sheen Cake Flour.

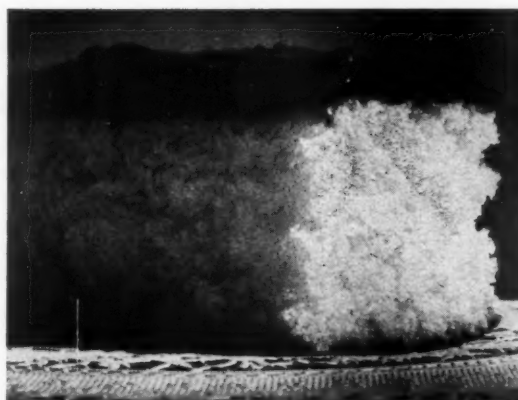
Sno Sheen is a fancy, short patent soft wheat cake flour made from only the very choicest wheats, which have been carefully selected by Pillsbury's famous Quality Control Laboratory.

In milling Sno Sheen Cake Flour, only the center of the wheat kernel is used. This is why Sno Sheen is the low protein cake flour and has better color and finer baking qualities.

With Sno Sheen, you can take sufficient mixing time to incorporate all ingredients thoroughly. As you know, this helps you produce a finer grain, smoother texture, better color and a more moist cake which stays fresh longer. All of this without developing toughness.

You'll find Sno Sheen is excellent for making all foam type cakes as well as batter type cakes with sugar ratios of 120% or higher.

You will also find that Pillsbury's Sno Sheen Cake Flour is ideal for making all flavor types of cakes—providing greater variety for your line of "JR. CAKES."



BAKE "JR. CAKES" WITH LIGHT, DELICATE TEXTURE.

## Here's Another Way to Cut Production Time and Costs for New "JR. CAKES"

Leading bakers throughout America are using more and more Pillsbury Bakery Cake Mixes because of these four important advantages:

1. Shorter Production Time: scaling and blending eliminated, errors reduced to a minimum, more time for fancy finishing.
2. Uniform Results: with Pillsbury's consumer-proven cake mixes, you're sure of top results—every time.
3. Easy Cost Control: simplifies inventory and gives constant, known costs with no daily fluctuation in ingredient prices.
4. Wide Variety with Minimum Effort: from each of Pillsbury's four fine Cake Mixes; Chocolate, Lemon Gold, White and Spice; you can offer almost endless variety of "JR. CAKES" by merely using different toppings.

**SPECIAL OFFER:** We are so sure you'll like all the many advantages you get from Pillsbury's complete line of cake mixes that we make you this "get-acquainted" offer:

Ask your Pillsbury salesman or jobber salesman to arrange a cake mix trial. No cost to you if you aren't perfectly satisfied with performance and results.

For "JR. CAKES" that produce repeat sales, use

# Pillsbury Sno Sheen Cake Flour

For simplified production, use

## Pillsbury Bakery Cake Mixes

PILLSBURY MILLS, INC., MINNEAPOLIS 2, MINNESOTA





## The Importance of Temperature Control in the Transport and Storage of Bread

Although the first published results of a scientific investigation of bread staling appeared almost a century ago, the actual cause of the staling phenomenon is still an enigma to the investigators in this field. Many theories have been advanced, modified and discarded, as investigators uncover further evidence. Existing theories have not been supported by sufficient evidence to establish their validity. For this reason, it is necessary for the cereal chemist to define staling in much the same terms as would be used by the practical baker or by the housewife.

Staling may be defined as the change or changes which cause the crust to become soft and leathery and the crumb to become hard, harsh and crumbly. At the same time the crumb acquires a dry feeling, both to the touch and in the mouth, and a characteristic flavor less pleasant than the flavor of fresh bread.

It has been the custom for investigators to measure one or more

uct becomes a less acceptable food and the amount consumed decreases. When bread stales in the retail outlet, the stale returns constitute an economic loss to the industry. In either case bread staling constitutes a socio-economic problem, since the waste involved reduces the potential human food supply.

The Baking Industry Research Advisory Council recommended that certain Production and Marketing Administration funds be allocated to study various phases of the staling phenomenon. The American Institute of Baking was awarded a contract to conduct these studies. The results of one phase of these studies are reported here, because it is considered that they can be employed in a practical way by the industry to assure the consumer a more palatable loaf of bread.

It has long been recognized that the rate at which bread becomes stale is influenced by the storage temperature. A Dutch investigator, Katz,\* found that bread stored at 140° F., or above, would stay "fresh" indefinitely. He found, also, that, as the storage temperature was reduced, the staling rate increased, and that the rate of staling was most rapid during the first 12 hours out of the oven. The maximum rate of staling was observed at temperatures approaching the freezing point of bread. However, it has been demonstrated that bread frozen and stored at below-freezing temperatures will remain fresh for periods as long as one year.\*

On the basis of similar observations made by other investigators, the institute was authorized to conduct carefully controlled experiments to determine the effect of temperature and humidity on the staling rate of bread, and to study the conditions which exist during the distribution of bread in the belief that recommendations might be made which would reduce staling of the bread.

For the purpose of determining the effect of temperature on the staling rate of bread, the American Institute of Baking purchased a temperature and humidity controlled

box, which enables accurate control of temperature and humidity over a range of temperatures from 20° F. to 150° F., with a range of relative humidity from 14 to 100%. The size of this box is adequate to enable the storage of sufficient bread to determine the effect of each temperature over a prolonged storage period.

Bread used in these studies was produced in the laboratory from a commercial formula, given below:

### 60% Sponge Dough

<b>Sponge</b>	
Flour	60% total flour
Water	as required
Arkady	as required
Malt	as required (Amylograph)
Yeast	2% total flour
Ferment	80° F. 85% relative humidity as required by flour.

<b>Dough</b>	
Flour	40% total flour
Water	as required
Salt	2% total flour basis
Sucrose	4% total flour basis
Lard	2% total flour basis
Non fat milk solids	4% total flour basis

Conditions of mixing and make-up determined by flour characteristics. Proof to within  $\frac{1}{4}$  in. above the top of the pan at 96° F. 95% relative humidity. Bake 26 min. at 450° F.

Upon removal from the oven this bread was cooled to approximately room temperature, wrapped and sealed in good quality waxed paper. Compressibility tests were made on the fresh bread at this time and the remainder was placed in the storage box to be used on subsequent days.

One method used in this study for determining the degree of staling was to determine the compressibility of the bread at various time intervals. This method was chosen for two reasons: first, it is the method commonly employed by the housewife in selecting bread at the time of purchase, when she squeezes the loaf in an attempt to determine its freshness. This method is also particularly suitable for such a study because the laboratories have some evidence of correlation between changes in compressibility and changes in freshness as determined by a taste-testing panel. Compressibility was determined as soon as the bread had reached room temperature after removal from the oven and at 24-hour intervals thereafter, using a modified precision penetrometer.

This instrument consists of a weighted plunger and a dial which measures the deformation produced by the force of the plunger on a 2 in. thick slice of bread. Determinations were made on six slices (three from each of two loaves) at each time interval and the average penetration was used as the index of compressibility.

Figure 2 shows the changes in compressibility of bread with time. It also shows the effect of three temperatures of storage on the rate at which this change takes place. It can be seen from Figure 2 that the rate of change of compressibility increased as the temperature decreased. Bread stored at 110° F. at 100 hours of age was as soft as bread stored at ordinary room temperatures at 40 hours of age. On the other hand, bread stored for

20 hours at 30° F. had lost as much of its softness as bread stored at ordinary room temperature for 75 hours.

It is also to be noticed from Figure 2 that the greatest change in compressibility takes place early in the storage life of the bread. Fifty per cent of the total change in compressibility took place in the first 24 hours at any of the three storage temperatures shown. This makes the early life of the bread particularly important, especially since the early life of the bread precedes the opportunity the housewife has for selection. Therefore, anything that might be done to better the handling conditions of the bread to arrest initial changes during the period of distribution of particular importance.

Figure 3 shows the retarding effect of freezing. Bread used in this study was either stored at 75° F. or stored in a frozen food box at

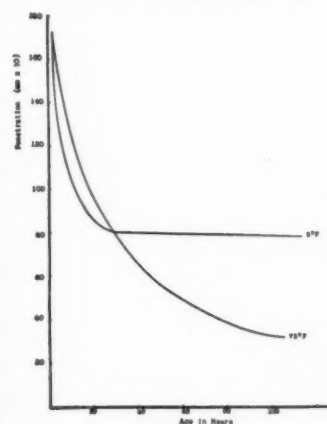


Figure 3

Effect of Freezing Upon Rate of Change of Compressibility of Bread

5° after it had cooled sufficiently to allow wrapping. The bread which had been stored frozen was removed from the box sufficiently ahead of the making of the tests so that it would be thawed at room temperature and so that the bread would reach room temperature before compressibility was measured.

Although a rapid decrease in the compressibility of frozen bread was noted during the first 24 hours of storage, there was little or no change for the next 76 hours, and bread held at 5° F. for 100 hours was as soft as bread held at 75° F. It is probable that the greatest amount of the change in frozen bread occurred during the freezing and thawing operations. It had previously been established from the work done by Cathcart† at the American Institute of Baking, that frozen canned bread held at -22° C. was still palatable after 345 days of storage.

### Field Studies

Because the conditions of the early environment of bread appear to be so important in the staling process, studies were made to determine the actual temperatures to which bread may be subjected during the first 12 hours out of the oven. This research

of these changes which occur in bread during storage and interpret their results as an indication of the amount or rate of staling. Actually, each of the laboratory tests employed measures a change which occurs at the same time that bread is staling, but there is little evidence that any of the physical or chemical laboratory procedures measure the change which causes loss of consumer acceptability.

During the early history of bread making, staling probably had little importance, since the bread was prepared just prior to being served. As the art of baking progressed, however, and professional bakers made more and more of the daily bread, the staling problem increased, because it was not always possible for the baker to estimate correctly the quantity of bread which would be purchased each day. Staling has assumed even greater importance in the American economy because of the present-day practice of centralized baking and daily distribution to the grocery outlets which, in turn, serve the public.

The Baking Industry Research Advisory Council, consisting of scientists from the baking industry appointed by the Grain Branch of the Production & Marketing Administration of the U.S. Department of Agriculture, was established to advise the government on the use of public funds for the support of research problems pertaining to the baking industry. The council recognized bread staling as one of the major problems of this industry. When bread stales in the home the prod-

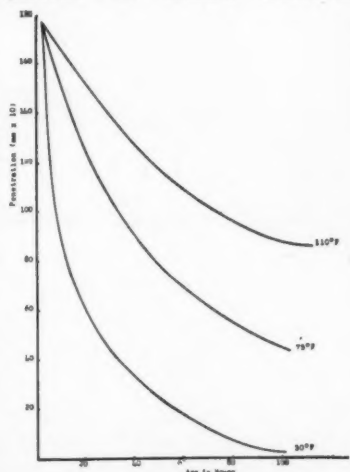


Figure 2

Effect of Temperature Upon Rate of Change of Compressibility of Bread



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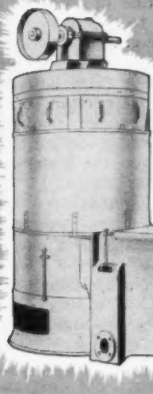
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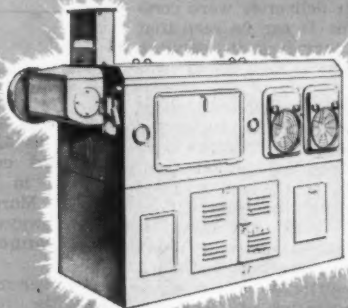
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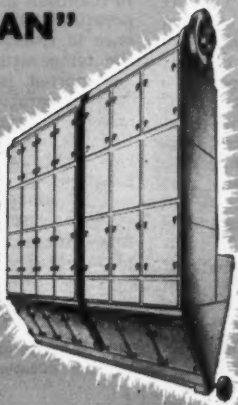
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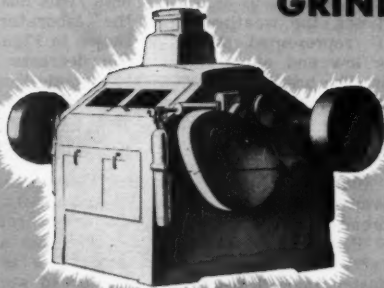
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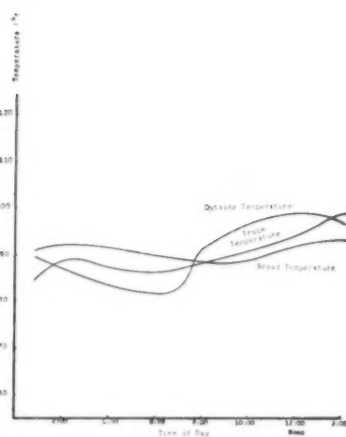


Figure 4

Relationship of Truck and Bread Temperatures to External Summer Temperatures

approach appeared to offer an excellent chance of success in revealing information upon which practical recommendations to the baking industry could be based.

It was discovered that the handling of bread was remarkably similar in all plants studied. The oven-fresh bread, after being placed on racks or in special tunnels, was forced or permitted to cool to a temperature to allow efficient operation of the slicing and wrapping equipment. There was considerable variation in this temperature. Ranges from a low of 85° F. to a high of 105° F. were observed. The bread temperature depended largely upon climatic conditions and efficiency of bread cooling devices.

In the majority of shops, the freshly packaged bread was loaded immediately into the route trucks. Though the final loading was usually completed before midnight, the trucks were not dispatched until the arrival of the route salesmen some four to eight hours later.

This survey made it apparent that no direct utilization of remedies based on the Katz observations would be possible up to the point at which the bread is loaded into the truck. The limitations of packaging machinery will not permit the use of elevated temperatures of the degree required to retard staling. Freezing of bread would be impractical because of the cost and the time required. It did appear, however, that control of temperature of the sliced and wrapped bread during the period of distribution might be of benefit. Therefore, the first objective of the study was to determine the actual temperatures to which bread was subjected during the period of distribution to the retail outlets. In the gathering of these temperature data, rural routes were generally selected because more complete records could be obtained in the longer time required for the delivery of the bread.

Bakers in Chicago and Rockford, Ill.; Kansas City, Mo.; Shreveport and New Orleans, La.; and Denver, Colo., granted personnel of the institute laboratories permission to make such studies on bread routes operating out of their plants. In all, over 30 trips were made to accumulate temperature data. Recording thermometers were used to register the outside temperatures, temperatures within the truck and temperatures reached by the bread during distribution. For the latter purpose, the bulbs of the thermometers were placed inside the bread which, in turn, was located both in the center

and at the outside of the load.

In order to assure records at the extremes of the temperature range the studies in the southern states were made in mid-summer, while those in Denver and Rockford were made mainly in the winter months.

#### RESULTS OF TEMPERATURE STUDIES Summer

Figure 4 represents typical temperature data obtained during hot weather. The study from which these data were obtained was made in Shreveport, La. Bread in this truck was placed in tiers on wooden shelves and was unloaded from the rear. Loading was completed about midnight. The driver started his route at 4 a.m. Most deliveries were completed by 1 p.m. It can be seen that the range in temperatures between outside air, truck and bread was minimal at the start of the experiment. The bread cooled only about 2.5° F. during the cool part of the night—a quantity too little to have appreciable effect upon either firming or staling. As the sun warmed the outside air and, therefore, caused an increase in truck body temperature, the differential between bread temperature and that of the truck was still too little to cause much change in temperature of the bread. The total change in bread temperature was only 5° F. with a net increase in temperature of 2.5° F. The tendency in the summer, therefore, was for the bread to acquire a temperature at which staling would be slightly retarded.

#### Winter

Under frigid conditions the change in bread temperature was quite different. Figure 5 represents temperature data obtained in Rockford during weather which the Chamber of Commerce would describe as unusual. For our purposes, the weather was ideal since it represented the extreme at the low end of the temperature scale. The bread was at the usual temperature, somewhat above 80° F., when loaded into the truck at a dock in a poorly heated garage. Loading of the truck was completed about midnight. Even by the time the driver started his trip (4 a.m.) the bread temperature had decreased 14° F. and had reached a temperature at which it would stale appreciably faster than it would at its original temperature. Although most of the load had been delivered by 9 a.m., the temperature of the bread at this time had reached 50° F., at which temperature bread stales significantly even in a short period of time. By the time deliveries were

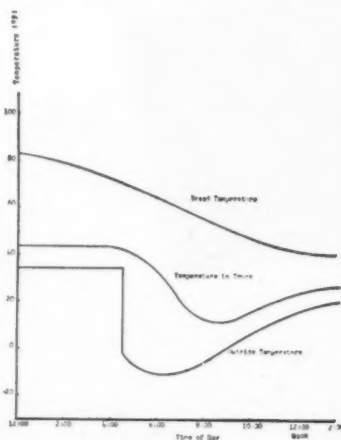


Figure 5

Relationship of Truck and Bread Temperatures to External Winter Temperatures

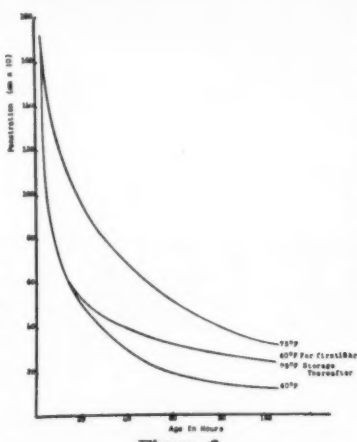


Figure 6

Effect of Cooling During the Initial Period of Storage Upon Compressibility of Bread

completed at 2 p.m., bread temperature was 42°. Under the conditions observed on this route, the total change in bread temperature was 40° F. More important, this change was always downward or towards temperatures which decrease shelf life.

Of even more significance, perhaps, was the temperature of bread in drop boxes. In one such study, bread placed in a drop box at 3 a.m. had reached 33° F. at 7 a.m. when the outside temperature was 26° F.

It is a common belief that this early exposure to low temperatures does little harm to the bread since it may be expected to recover its softness and freshness when it reaches normal room temperature on the grocer's shelf. It is true that bread is firmer when cold than when at room temperature. It is not true that it recovers its original softness. This has been demonstrated in the laboratory, with the results shown in Figure 6. This figure shows the decrease in softness of bread stored at 75° F. and at 40° F. At the same time loaves were stored at 40° F. for an initial period of 18 hours after which they were brought to 75° and stored at this temperature for the remainder of the test. It will be seen that at the lower temperature the bread became firm more rapidly than at 75°. Of even greater importance is the observation that the bread stored at 40° F. for 18 hours did not recover its softness when subsequently stored at 75°, but continued to grow firmer, though at a decrease rate. This shows that when the softness of the bread is lost by exposure to low temperature during delivery it will not recover during storage on the grocer's shelf.

After delivery to the retailer, the baker no longer has control of the product. The control which he can exert over temperature conditions during distribution offers the best means of improving the palatability of his product. Since temperature changes of bread during distribution appear to constitute a problem only during the winter months, it was deemed necessary to investigate the possibility of keeping heat losses in winter to a minimum. In the field studies it had been noticed that bread packed in cartons cooled less rapidly than bread in the same truck stored on open shelves. This difference could be accounted for by the insulating quality of the paperboard carton and the insulating quality of the closely packed loaves within the carton. Insulation of the bread truck body appeared to offer an opportunity to decrease heat loss at a minimum of expense. Conserving the heat

within the bread and within the truck would make possible the distribution of bread at temperatures more compatible with long shelf life.

To determine whether insulation would be of sufficient value to warrant its general application, permission was obtained to experiment with a Diamond T truck with forward unloading. The truck was equipped with a hot water cab heater. Since there was no division between the cab and the load, this tended to replace the heat losses from the latter.

The insulation selected, because of its admirable properties, was a blanket-like glass fiber material. It was cut into bats of proper size to fit the inner spaces under the plywood paneling on the sides and top of the truck box. The bed of the truck required a special treatment before insulation. A lattice of 2x2 in. lumber was screwed to the original bed, bats of the fiber-glass were stuffed into the interstices, and the whole was covered with a false bottom of plywood. The construction of the rear door and the cab made dismantling unreasonably difficult. Due to this circumstance, the latter parts were not insulated.

After being insulated, the truck was returned to route service. An identical model truck on a route of similar length was selected for comparative purposes, and simultaneous temperature records were made using these two vehicles over a period of several days. The outside temperatures were essentially the same but, unfortunately, not extremely cold during the period. The temperature within the insulated truck remained much more constant than in the uninsulated control truck. Figure 7 represents the temperature data obtained in the trucks. It is to be noticed that the temperature of the uninsulated truck fell rapidly as it lost heat to the outside air, while the loss of heat from the cab to the insulated truck body was sufficient to maintain a more ideal truck temperature. The effect of this difference in truck body temperatures on the temperature of the bread being transported is shown in Figure 8. The temperature of the bread in the insulated truck fell only 5° F. throughout the entire delivery period. The decrease in bread temperature in the uninsulated truck was four times as great. The bread in the uninsulated truck reached a temperature at which staling takes place rapidly.

#### SUMMARY

As a result of these studies the observations of the effect of temperature (Continued on page 59)

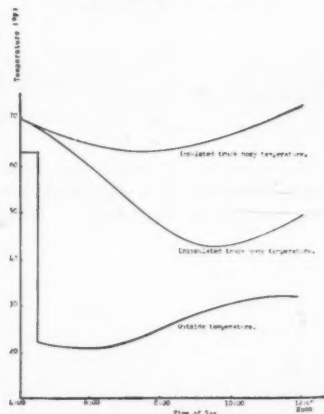


Figure 7

Effect of Insulation Upon Maintenance of Truck Body Temperatures During Winter Months

## Ringing the Baker's Doorbell

Bob Dennis, owner of two Dennis Donut Shops in **Oklahoma City**, has announced that production will be confined to one plant, the second to remain as a retail outlet.

The Volmer Bakery, **Denver**, operated by William Volmer, has opened a new retail outlet at Third Ave. and Josephine St. in Denver.

Eugene Hays has opened the Gee Do-Nut Shop in **Denver**.

The Rust Sales Co., **Denver**, expects to move soon to its new home now under construction at 1720 Clay St. The Rust company, a bakery supply firm, was started in 1945 by Maurice A. Rust.

Kliss Bakery, **Denver**, has moved its plant to **Aurora, Colo.** The former Denver location will be used as a sales branch. Ed Ziegler is general manager. Elwood and Russell Ziegler, his brothers, and Mabel Ziegler, their mother, are associated with Ed Ziegler in operation of the bakery.

Cox's Bakery, **Moorhead, Minn.**, recently staged a two-day grand opening. Don Feldman is the manager.

New manager of Barlow's Bakery, **Marshalltown, Iowa**, is Robert Roy.

The Marshall Field Bakery, **Charlotte, Mich.**, has been sold to Mr. and Mrs. Arthur Box, Jackson, Mich.

The Royal Bakery, **Gallup, N. M.**, was broken into recently and some cash and goods were stolen.

William Ludi, Sr., Ludi's Modern Bakery & Grocery, **Las Vegas**, is currently conducting a "doorbell ringing contest" and awarding free prizes.

Grand opening of the Tower (Minn.) Bakery under the new ownership of Mr. and Mrs. Leonard Tomsich was featured by free doughnuts and cake and awarding of merchandise.

Conrad Haarstad, Norwood (Minn.) Home Bakery, has opened a branch store in **Glencoe, Minn.**

Home Bakery, **Osakis, Minn.**, has been sold by Evert Hokkanen to Robert Cooper.

Howard Alton, president of Pan-O-Gold Baking Co., with plants at Pipestone, Minn., Sioux Falls and Mitchell, S. D., has announced introduction of the new Sunbeam loaf to a three-state area.

The Amery (Wis.) Bakery was closed for several days by the owner, Arvid Nelson, while extensive remodeling was being completed.

Trefzger Bakery, for 70 years located in the **Peoria, Ill.** loop, has moved to a suburban location. Charles Trefzger is the owner of the bakery and is assisted by his sons, Joseph

and Tom. The late Simon Trefzger opened the Peoria bakery in 1861.

Mr. and Mrs. Alven Wedlund, Sr., have turned over the operation of their bakery in **Proctor, Minn.**, to their sons, Walter and Alven, Jr.

The City Bakery of **Galesville,**

Wis., has been remodeled by the owner, Leonard Moulton.

Several changes have been announced at Bell Bakeries, Inc., **Fort Pierce, Fla.**, by A. C. Conolly, manager of the plant. Jack Miller has been promoted to regional sales manager of the Florida division. His for-

mer duties, in charge of sales from Cocoa to Miami and in the Lake Okeechobee area, will be assumed by Benjamin W. Bevis. Leonard Schmitt, formerly at the Melbourne plant and Gilbert Gillette will direct the sales of the Fort Pierce division. Geoffrey Rollins becomes sales manager of the Miami division, and Frederick Sost of the Fort Lauderdale division.

The Winthrop (Minn.) Bakery has opened for business.

The new sales manager of Bamby Bakeries, Inc., **Burlington, N. C.**, is C. W. Myrick, formerly manager of

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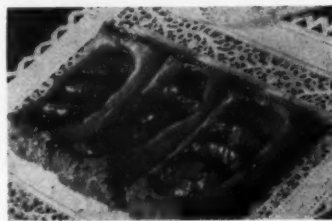


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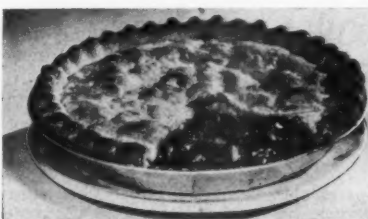
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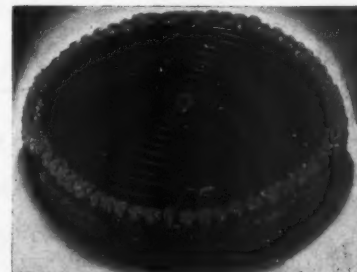
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the eastern North Carolina division of Bell Bakeries, Inc. The appointment was announced by J. J. Schopp, Jr., manager of the Bamby bakery.

Ollie Frazier has been promoted from bread division sales manager to assistant general sales manager of the Walter Freund Bread Co., St. Louis.

Ralph Muntifering has purchased the Torvick Bakery of St. Cloud, Minn.

Jerry's Pastry Shop, Pawtucket, R. I., has installed a new retarder.

New divisional plant manager of the Food Fair Stores, Inc., bakery division, Baltimore, is Victor Baga, according to Lawrence E. Ellis, director of bakery operations.

The Mission Service Bakers, Oklahoma City, Okla., will double its plant capacity in the fall. Additional space for storage and the servicing of their fleet of vehicles will be needed.

The Freshe Bread Co., Amarillo, Texas, has purchased a new fleet of trucks.

James DeWitt has taken over the Valley Bakery, Rock Valley, Iowa, and modernized the shop.

Gene Keller, who owned and operated the Keller Baking Co., Portland, Ore., until a year or more ago when it was acquired by Langendorf United Bakeries, Inc., has been named manager of Langendorf's Portland branch.

Capital Bakeries, Inc., Harrisburg, Pa., has purchased the Carlisle Baking Co., Carlisle, Pa. Emerson Hoover, a former member of the sales organization of the Harrisburg plant of Capital is the manager of the Carlisle plant.

Stanley H. Young, president of Christie, Brown & Co. and Christie Bread Co., Winnipeg, has announced that construction has begun on a \$2 million addition to double the capacity of its Winnipeg bakery. Completion is scheduled for mid-1954. Also planned is an addition to the company's plant on Lake Shore Road, Toronto.

New delivery units have been purchased by General Baking Co., Tulsa, and Van's Baking Co., Edmond, Okla.

A fat filter has been bought by the Golden Krust bakery, Alva, Okla.

Hometown Bakery, Henryetta, Okla., has bought a new roll machine.

Oscar Dye has opened the Pastry Delight Bakery in Tulsa.

Almon S. Atkins is the new sales manager of Fassett's Bakery, Burlington, Vt., it has been announced by Nathan Gladstone, the firm's president.

The Farmers Bakeshop, Washington, Ga., was recently remodeled and decorated.

The appointment of Amandes Hoffman to the position of plant and pro-

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D. R. FISHER, Mgr. BELGRADE, MONT.

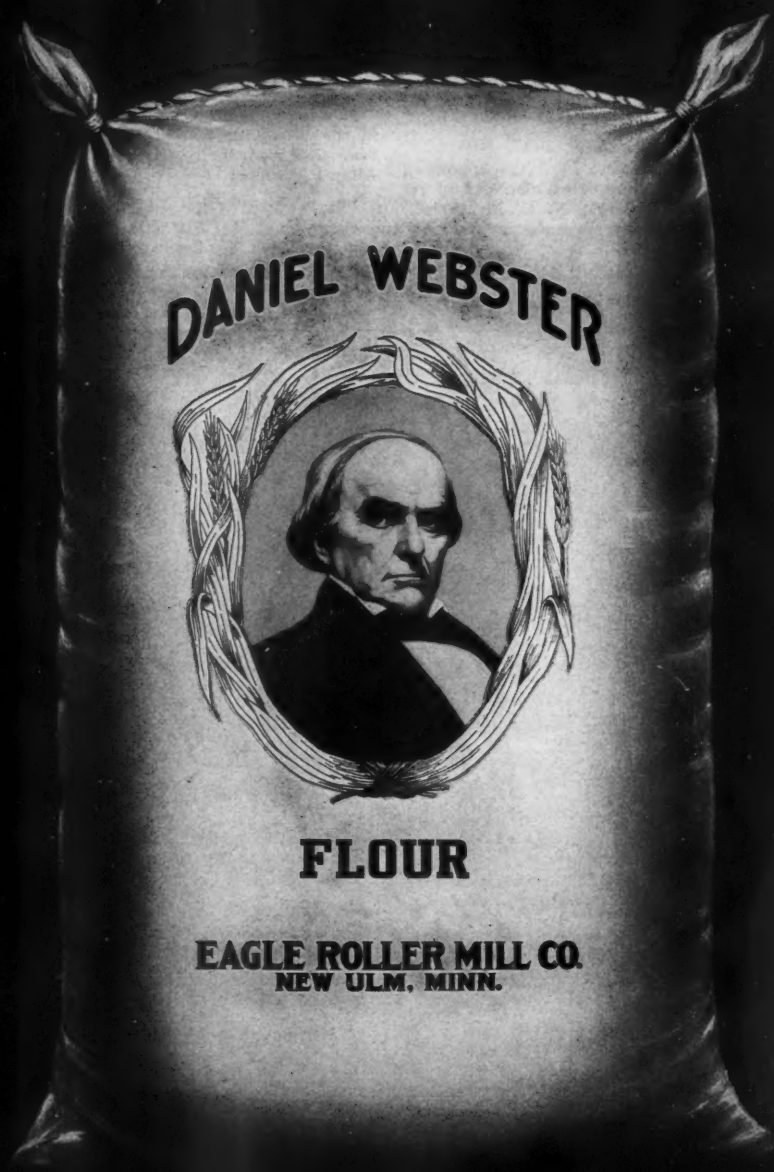
**GARLAND MILLS**  
INC.  
GREENSBURG, INDIANA  
Cake, Cracker and Family Flours

A line of essential  
**BAKERY PRODUCTS**  
uniform and reliable  
**NATIONAL YEAST CORPORATION**  
Chanin Building • New York, N. Y.

**"SLOGAN SPECIAL"**  
The Quality Baker's Flour  
**Oklahoma Flour Mills Co.**  
TULSA, OKLAHOMA

Buy and Sell  
Through  
**WANT ADS**  
...in...  
**THE AMERICAN BAKER**





*Milled with infinite care and skill  
from premium wheat. Outstanding among  
the country's finest flours.*



**Eagle ROLLER MILL COMPANY**

*Since 1856*

**NEW ULM, MINNESOTA**

duction manager of Mrs. Smith's Pie Co., **Philadelphia**, has been announced by Ernst H. Struckmann, vice president. He succeeds Frank B. Dietrich who resigned.

Borracini's French Bakery, **Seattle**, is planning a new \$10,000 addition that will be built adjacent to the old building.

Simone's Pastry Shop is a new bakery at **Providence, R. I.**

Manfred Massiello has been made director of engineering at the Hans-

com Baking Corp. and Gottfried Baking Co., Inc., **New York**. Mr. Massiello has recently held the position of chief engineer of Hanscom Baking Corp. He has been with the company for 16 years.

Jo-Lee's Bakery, **Providence, R. I.**, operated by Leon and Josephine Hodgkinson, has installed a new retarder.

Bell Bakeries, Inc., has appointed Donald E. Small, as manager of its plant in **Raleigh, N. C.** Mr. Small, who was formerly sales manager of the plant, joined Bell three years ago.

He succeeds John Kress, who has bought an interest in a **Florida** bakery.

Parade St. Bakery, **Providence, R. I.**, has installed a new 8-door quick freezer. The bakery is operated by Donato Talone.

New equipment has been installed in the Woodville Home Bakery, **Tifton, Ga.**, owned by Mr. and Mrs. Allen P. Croft.

Capitalized at \$100,000, Theresa Bakeries, Inc., has been organized in

**Winston-Salem, N. C.** Era Zimmerman, James M. Hayes, Jr., and Weston P. Hatfield are the incorporators.

Capital Bakers, Inc., has purchased the Carlisle Baking Co., **Carlisle, Pa.**, it was announced by Harold S. Taylor, manager of the Wilmington plant of Capital.

New fixtures in the Big Oak Bakery, **Augusta, Ga.**, have been installed by Mr. and Mrs. George R. Morgan, the owners.

Sam F. Prest is now manager of the **Tulsa** plant of Continental Baking Co. He has been sales manager of Continental's **Boston, Mass.** plant for the last two years. Mr. Prest replaces H. A. Humbrecht, who becomes plant manager for Continental in **Memphis**.

The newly formed **Louisville** firm of Wine & Schulz, owned by Norman Wine and Lee Schulz, has secured the franchise for Pepperidge Farm bakery products and also plans to market a line of salads in the **Louisville** area.

A fire, starting on the second floor of the **Hampton Bakery, Redkey, Ind.**, brought damage estimated at over \$10,000.

Mr. and Mrs. Charles Maki, operators of the **Prentice (Wis.) Bakery**, have retired.

Edward Mills, sales manager of Van de Kamp's **Holland Dutch Bakeries, Inc.**, has been named as one of the key officials in the Community Chest drive in **Los Angeles** area.

Helms Bakeries will build a \$60,000 storage facility in **El Rio, Cal.**

Sales department promotions have been announced within the western division of Interstate Bakeries Corp. William Walsh has been named sales manager of the Log Cabin Bread Co. Burton Holmes has been promoted to sales manager of the Weber Baking Co.'s **San Diego** plant.

Frostmart Foods, **Peoria, Ill.**, recently took over an adjacent bakery and is now known as Frostmart Foods & Bakery.

Lyle Tilton has opened his third bakery in **Peoria, Ill.**

The Bread Basket Bakery has been opened in **Rhinelander, Wis.**, by Robert and Anita Schupbach. The bakery is in quarters formerly occupied by the Home Bakery.

Mike Crubaugh is the new owner of the Quality Bakery, **Dodgeville, Wis.**

Oscar Olson and son Milford, operators of the bakery in **Clarkfield, Minn.**, have installed new equipment.

Joe Espedal is the new owner of the Mettler Bakery, **Menno, S.D.**

Twelve drivers of the **Racine, Wis.**, branch of the Omar Baking Co., were honored recently for their safe driving records. Speakers at the awards banquet included Keith Harrison, plant manager; Robert Atwood, sales manager; Arthur Mik-

A RECOGNIZED MARK OF EXCELLENCE FOR SEVENTY-SIX YEARS



FLOUR FOR PERFECT BAKING



ANOTHER GREAT FLOUR

THIS is the time of year when HUNTER'S big wheat storage facilities come into full play. The bakery flour miller must buy and store choice wheats as they come to market just after the harvest. He cannot depend on a constant supply on the market in these days of government loan programs. HUNTER flours are backed by wheat storage capacity sufficient for nearly 10 months of milling.

THE HUNTER MILLING CO.  
WELLINGTON, KANSAS



ONLY THE HUNTER MILLS BETWEEN THE WHEAT FIELD AND YOUR BAKERY

# PIKES PEAK

## CAKE FLOUR

*The* COLORADO MILLING & ELEVATOR COMPANY

*General Offices:* DENVER, COLORADO

*Helps build  
your reputation  
as a baker of  
the finest cakes*





Be Proud of Your Job,  
as We Are of Ours, for

## "Bread is the Staff of Life"



GIBRALTAR  
Flour

KANSAS BEST  
Flour

The Consolidated Flour Mills Co.

"In the Heart of Kansas"  
Wichita, Kansas

MASTERPIECE - SWEET CREAM - VERY BEST



There's a WORLD of  
QUALITY in ...  
JENNISON Flours

W. J. JENNISON CO.

Office: 576 GRAIN EXCHANGE, MINNEAPOLIS 15, MINN.

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MILLS AT APPLETON, MINNESOTA

CHOICE OF MINNESOTA - BELMONT - STAMINA

All Grades

**RYE FLOUR**

1000 cwt. Flour—250 cwt. Meal

**GLOBE MILLING COMPANY**

WATERTOWN, WISCONSIN

**Exceptional Bakery Flours**  
**NO-RISK EX-HI NO-RISK PLA-SAFE**

THE ABILENE FLOUR MILLS CO.  
ABILENE, KANSAS

Capacity 3,000 Cwts. Daily

Grain Storage 1,800,000 Bus.

sell, assistant sales manager, and Lincoln Markussen, branch manager.

Construction of a \$30,000 distribution center in Mitchell, S.D., by the Pan-O-Gold Baking Co. will begin soon, according to Robert Alton, regional sales manager for the company.

Our Home Bakery, Jasper, Minn., has reopened and will continue under the management of Cliff Wakefield.

Carl Sindel, for many years cake production manager of Ertl Baking Co., has purchased the Wolfrum Bakery, Mt. Lebanon, Pa.

Ernst Bakery has been opened in the new Falls Boulevard Shopping Center near Buffalo.

Parry's Bakery, Michigan City, Ind., has leased a store room in the new shopping center now under construction at Franklin St. and Cool-spring Ave.

Horace Snyder, president of Snyder's Bakery, Inc., Yakima, Wash., has announced the purchase of the Walla Walla (Wash.) Baking Co. The deal was concluded with B. G. Adams, general manager of the Walla Walla concern for the past 28 years.

Robert J. Maxwell has purchased Al's Pastry Shop in Clarkston, Wash. and is remodeling the store.

Manning's Bakery, Seattle, has purchased a building valued at \$150,000 from Kraft Foods Co. of Chicago. W. F. Hawkins, Manning's district manager, has announced.

Russell Barker, Salem district sales manager for the Franz Bakery, Portland, Oregon, has announced plans of his firm to build a new bakery in Salem, Oregon.

L. H. Robertson has been appointed distributor for Beck's Morning Fresh bakery products in Klamath, Oregon. The bakery is located in Medford.

Mr. and Mrs. Joseph Schneider have purchased the Woodland Park Bakery, Parkrose, Oregon. They were previously associated with the Luxury Bakery there.

The Holsum Baking Co., Hoquiam, Wash., escaped with little damage from a fire which destroyed several adjacent buildings.

Van de Kamp's Holland Dutch Bakeries, Inc. of Seattle, has established a new store in Everett, Wash.

Stanley Metcalf is planning to operate a bakery in a suburban shopping district at Kitsap Lake, near Bremerton, Wash.

Al and Reta Johnson have opened the Cayuga Bake Shop, Niagara Falls, N.Y.

Molan's Bakery, Inc., Sheboygan, Wis., baking firm has sold its products and distribution facilities to the Continental Baking Co., New York. It is announced by Roy Molan. The real estate has been pur-

chased by the H. C. Prange Co., department store, together with bakery equipment, including mixers, oven, proof box and other equipment. The change in ownership will not affect the present sales organization.

Rice's Bakery, Wilmington, Del., celebrated its 20th anniversary in business with a banquet attended by employees and officers including Duane Rice, chairman of the board; Emory Rice, president; Clark Rice, assistant to the president, and Fred Lang, vice president.

Do-Nut Dinette System, Inc., has been formed to operate a pastry shop in Falls Church, Va. The principals are Allen M. Berryhill, Robert Manly, William T. Finley and Richard Chenery.

**TO MEET EVERY  
ENRICHMENT NEED**

Easily  
Economically • Accurately

**VEXTRAM**

Brand of Flour Enrichment

The ORIGINAL, Low-Ash, Starch  
Base Enrichment Mixtures

- ★ For uniform enrichment of flour, macaroni products, corn meal and grits to government standards.
- ★ Stability of vitamins assured by VEXTRAM's pH control.

For complete information write to:

**Sterwin Chemicals, Inc.**

Subsidiary of Sterling Drug Inc.  
1450 Broadway, New York 18, N. Y.

**SPECIALISTS IN FLOUR ENRICHMENT, MATURING AND BLEACHING**

The Standard Others  
Strive to Reach

**WHITE SWAN  
FLOUR**

SPRINGFIELD MILLING  
CORPORATION

580 GRAIN EXCHANGE AT 6339  
MINNEAPOLIS • MINNESOTA  
Mills at Springfield, Minn.

*Always Something New*

Since  
**1885**



Cotton and Burlap Bags

**PERCY KENT BAG CO., INC.**  
KANSAS CITY • BUFFALO • NEW YORK

**CODING AND MARKING**

"Code dating and marking machines for the flour milling and baking industries. Coding bread wrappers, cellophane and packages, etc., our specialty.

Write for information on a specific problem

**KIWI CODERS CORPORATION**  
3804 N. Clark St. Chicago 13, Illinois

## AMERICAN BEAUTIES

By Tom Henderson

TOM  
HENDERSON

"Hello . . . Mrs. Bushby? About that special 4-layer cake you want changed to 8 layers . . ."

Ah, yes, the problems of a baker are many . . . and varied (see the poor fellow wearing the cake). So many of these troubles are ones you have no control over, it's nice to know there are others that don't need to be troubles at all. One of these, for instance, is that you needn't worry about *quality* if you're using American Beauty Cake Flour. *It's one of the very best performers* in a line of flours known and trusted by quality-minded bakers. Ask your Russell-Miller representative, or jobber, about American Beauty Cake and our other fine bakery flours.

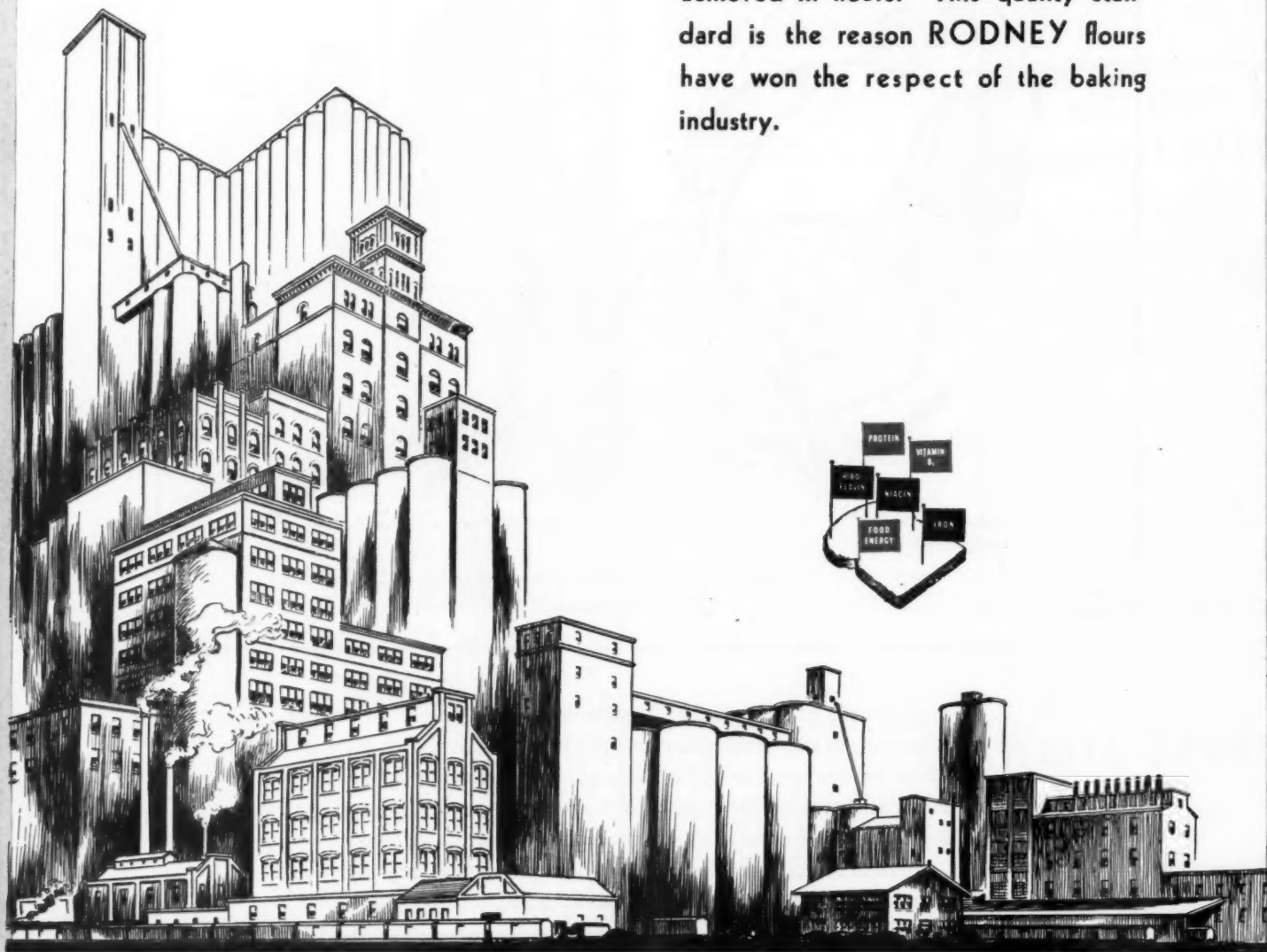
Millers of  
**OCCIDENT,  
AMERICAN  
BEAUTY**  
and other fine  
bakery flours

# RUSSELL-MILLER MILLING CO.

General Offices: Minneapolis 1, Minnesota



We are positive we make the world's best bakery flours . . . but don't take our word for it . . . ask the man who bakes RODNEY brands. You will hear from these bakers the story of fine baking performance all the time and a degree of uniformity seldom achieved in flours. This quality standard is the reason RODNEY flours have won the respect of the baking industry.



*Mills at Kansas City, McPherson, Lindsborg and Russell, Kansas of the*  
**RODNEY MILLING COMPANY**

**KANSAS CITY, U. S. A.**

22,000 CWTs. DAILY CAPACITY • 5,750,000 BUSHELS STORAGE





Posted before a small church: "Next Saturday night the annual strawberry festival will be held. On account of lack of funds, prunes will be served."

The poor, starving author mailed his masterpiece off to the publisher. Two weeks later it was returned to him and the rejection slip read: "Sorry we could not use your paper. It was covered with writing."

A badge of honor for a man is a medal on his chest, for a bachelor girl a blister on the heel.

Man can now travel swiftly on land, air and water. The only drawback is that his creditors can, too.

A certain movie executive, who used to enjoy delivering after-dinner speeches of interminable length, now expresses himself with the most commendable brevity.

Asked to explain his reformation, the movie man shamefacedly replied: "It was a remark I overheard. During a pause in one of my speeches, I overheard one man say to another, 'What follows Jones?' And the other fellow replied, 'Saturday'."

One morning of the pre-automobile era, a particularly dapper "drummer" was sweating out the coming of a train, long overdue for even the erratic service on that dinky railway. After considerable prancing up and down the platform, he stalked in and demanded of the ticket agent: "Do you suppose that train will get here before the spring thaw sets in?"

The agent strolled to the platform, eased his spectacles a notch higher on an unworried brow, and peered solemnly down the track. "Ought to be in any time," he said. "Here comes the conductor's dog around the bend now."

A Montreal lady invited some friends to afternoon tea. All preparations perfected, the hostess took a little nap to be fresh and sparkling for the occasion. The tea, however, proceeded strangely. Her guests entered without ringing the doorbell, greeting her in low whispers, and treating her with extreme caution. All seemed ill at ease. Finally one brought the matter out into the open. They had found a note pinned to the door which the hostess had intended for her teen-age boys to prevent their disturbing her nap. The note read: "The door is unlocked. For goodness sake come in quietly. If you must talk to each other, just whisper. And don't ask me for anything!"

Pullman Passenger: "Porter what about these shoes? One's black and one's brown."

Porter: "Well ef it don't beat all. Dis is the second time dat' happened dis mawning."

## OMAR, INC., ANNOUNCES SEVERAL PROMOTIONS

OMAHA—Stanley W. Nabb, formerly assistant sales manager for Omar, Inc., at Columbus, has been named sales manager for Omar at Indianapolis. The announcement was made by Carl H. Littman, district manager in Indianapolis.

Mr. Nabb started with Omar at Omaha in 1935 as a retail route salesman. He was assistant sales manager in Indianapolis from February, 1949, until June of 1950. He also has been sales manager for Omar at Hamilton,

Ohio, and since February, 1952, has been assistant sales manager at Columbus.

Omar has announced three promotions in the Omaha district.

Jack Pfeiffer has been named personnel director for the Omaha district. He has been with Omar since July, 1949, and formerly was a member of the central purchasing department. Mr. Pfeiffer began with Omar at the Columbus bakery as salvage sales supervisor.

Lynn E. Schade has been appointed purchasing agent for the district. He joined Omar April 13 as an assistant

buyer in the central purchasing department in Omaha.

Elden D. Caldwell has been promoted to industrial engineer at the Omaha bakery. He started with Omar in January, 1952, as assistant buyer of machinery and equipment at the general offices.

—BREAD IS THE STAFF OF LIFE—

## LIMPERT REPRESENTATIVE

VINELAND, N. J. — Limpert Brothers, Inc., has announced that Joseph Homiak has been appointed to handle the company's New York state territory as a sales representative.



A report from our food chemist clearly shows...

here's how  
**Monsanto SAPP**  
improves  
our mixes—

Monsanto HT phosphates are also outstanding in self-rising flours, mixes and baking powder.

Test Monsanto products in your own laboratory and you will find they improve product quality, product performance.

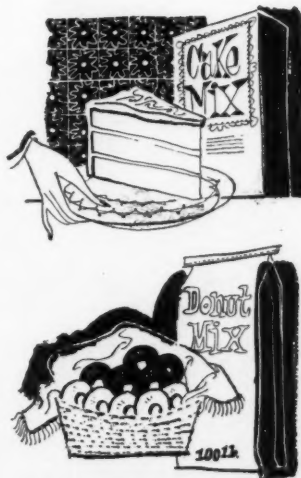
Monsanto SAPP (sodium acid pyrophosphate), for example, is ready to serve you in both the regular and the faster-reacting MD grade. It gives you these advantages:

- Uniform rate of reaction
- Longer shelf life
- Good volume and texture in final product

Besides SAPP, investigate Monsanto's line of HT phosphates (monocalcium phosphates) for self-rising flours, prepared mixes, plain flour and baking powders.

To find out more on how these leavening agents can build your sales, write for information to MONSANTO CHEMICAL COMPANY, Phosphate Division, 1700 South Second Street, St. Louis 4, Missouri.

DISTRICT SALES OFFICES: Birmingham, Boston, Charlotte, Chicago, Cincinnati, Cleveland, Detroit, Los Angeles, New York, Philadelphia, Portland, Ore., San Francisco, Seattle. In Canada, Monsanto Canada Limited, Montreal.



That Monsanto SAPP is ideally suited for cake mixes and...

Doughnuts. We've found it gives improved texture and greater volume.



SERVING INDUSTRY...WHICH SERVES MANKIND

# Uniformity

the priceless quality in flour

yours always with . . .

## Acme-Evans Flours



ANGELITE—cake flour

COOKIE KING—cookie and doughnut flour

CRACKER KING—cracker sponge flour

GRAHAM KING—100% soft wheat graham

PASTRY KING—low viscosity flour

Progressive Milling Since 1821

ACME-EVANS COMPANY, INC., INDIANAPOLIS 9, IND.

## Centennial FLOURING MILLS CO.

GENERAL OFFICES: 340 CENTRAL BLDG., SEATTLE 4, WASH.

DOMESTIC AND EXPORT MILLERS • DEALERS IN ALL TYPES OF PACIFIC NORTHWEST WHEAT

GOLD DROP PIE and COOKIE FLOUR  
PYRAMID CONE FLOUR  
CENTENNIAL CAKE FLOUR  
BLUESTEM and HARD WHEAT BAKERS FLOURS

4,900,000  
Bushels  
Country and  
Terminal  
Storage



NEW SPOKANE MILL . . . ONE OF  
THE WORLD'S MOST MODERN

MILLS AT SPOKANE • WENATCHEE • RITZVILLE • PORTLAND

**Queen  
Quality  
FLOUR**

Low Protein  
Mellow Type

### TWO BAKERY-TESTED QUALITY FLOURS

WIDE TOLERANCE NEBRASKA FLOURS  
MAKE HAPPIER PRODUCTION HOURS

**NEBRASKA CONSOLIDATED MILLS COMPANY**

Mills at Omaha, Grand Island, Fremont, Nebraska, and  
Alabama Flour Mills Co., Decatur, Alabama

**WISDOM  
FLOUR**

High  
Protein

"ROCK RIVER" RYE "BLODGETT'S" RYE "OLD TIMES" BUCKWHEAT

All Grades—From Darkest Dark to the Whitest White  
—Specially Milled by the Blodgett Family—Since 1848

**FRANK H. BLODGETT, Inc., Janesville, Wisconsin**

## ANSWERS TO "DO YOU KNOW?"

Questions on Page 36

1. True. The protein content of soft wheat flour runs on an average about 8½ to 9%, while in a hard wheat flour it runs about 12%.

2. False. The terms glucose and corn syrup, in bakers' language, refer to the same product. Both are about 30% as sweet as cane or beet sugar.

3. False. To our knowledge no one has been successful in using all powdered eggs in the making of good sponge cakes.

4. True. This may be possible, as the heat of baking may not have penetrated the filling sufficiently to destroy the mold spores.

5. False. This wash usually is made by bringing to a boil 1 qt. of water, 1½ to 2½ oz. starch and ¼ oz. salt.

6. True. This procedure was developed by Striter Dock and Jungewaelter and is discussed in "Food Research," May-June issue, 1936. After baking, they should be placed on wire screens to cool, so as not to get soggy bottoms.

7. False. The crust of "ropy" bread usually has a peculiar reddish or foxy color.

8. True. It is the undissolved sugar crystals in the dough that will cause a crispness of the crust due to the fact that these go into solution more gradually.

9. False. When custard pie filling breaks down it is due to the pies being overbaked. The baking time should be closely watched.

10. True. While this is true, experiments conducted show on an average that the public prefers a cake containing about 200% fruit based on the weight of the batter.

11. False. In general practice, the same amount of starch is used as tapioca to produce nearly the same consistency.

12. False. Invert syrup is composed of dextrose, levulose and 18-20% water. Its sweetening value is rated at about 102% when compared with cane or beet sugar. The sweetening value of dextrose is usually figured at about 75% and levulose about 172%.

13. False. A quart of eggs will weigh about 2 lb. 1½ oz.

14. True. It has been found that this procedure improves the finished loaves. Evidently the baking quality of the milk is improved by scalding.

15. False. It must contain not more than 38% moisture one hour or more after baking.

16. True. Heat does more damage to yeast than cold. The ideal temperature at which to store yeast is about 45° F.

17. True. The ash content of a bread flour will run about .44% while in a cake flour it will be about .30%.

18. False. The numbers below 7 indicate acidity, while those above 7 indicate alkalinity. The scale ranges from 0 to 14, 7 being the neutral point.

19. False. Sweetened condensed milk contains from 40 to 42% sugar, 28% total milk solids and 30 to 31% water.

20. True. This darker crust color is due to the dextrose caramelizing at a lower temperature than cane or beet sugar (sucrose).

## Mennel

Quality, Uniformity,  
Laboratory Control

HOSTESS  
SUPERCake

Special  
Cake Flours

The  
**Mennel Milling Co.**  
TOLEDO, OHIO - U.S.A.

## Mennel

Soft Winter Wheat Flours

Family - Commercial  
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Long Distance Telephone 32  
Cable address—"Jasco"

**J. Allen Smith & Co., Inc.**  
KNOXVILLE 6, TENNESSEE

**E. P. MITCHELL COMPANY**  
Flour—Corn Goods

GRAND 1554

Dwight Building • Kansas City, Mo.

For Quality, Economy and Reliability, Use  
**BROWN'S HUNGARIAN**  
America's Premier Cake Flour  
**BROWN'S HUNGARIAN CORPORATION**  
25 Broad Street New York City

**BLAIR'S** *Certified*  
FLOUR  
FEEDS

BLAIR MILLING CO., Atchison, Kans.

**Wisconsin Rye Flour**

We Specialize in Dark Varieties

**FRANK JAEGER MILLING CO.**  
DANVILLE P.O. Astoria WISCONSIN


**Lyon & Greenleaf Co., Inc.**

MILLERS OF

High Grade Soft Winter Wheat Flour  
Plain and Selfrising  
LIGONIER, IND. NORFOLK, VA.

**R. C. PRATT**  
Exporter  
FLOUR, CEREALS, FEEDS  
15 Toronto Street  
TORONTO, ONT., CANADA

# the **KEY** to bakery profits...



## **A PREFERRED PRODUCT opens the door to increased sales!**

Every attic, in some obscure trunk or drawer, has its collection of discarded keys . . . odd and unusual shapes, some plain and simple, all designed to open objects long forgotten.

But when it comes to opening the door to bakery sales success, only one key fits the lock. And that key is a preferred product. A product consumers choose time and time again.

Midland Flours are milled to put your products in the "preferred" class. From preliminary crop surveys through the actual milling process, scientific controls eliminate all guess work and chance . . . assure you of absolutely uniform, top-quality baking results.

It will pay you to pick Midland Flour every time.

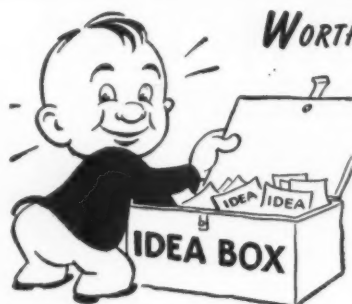


**Town Crier**  
flour

UNIFORMLY MILLED FLOURS BY

**THE MIDLAND FLOUR MILLING COMPANY**  
NORTH KANSAS CITY, MO.





WORTH LOOKING INTO . . .

**NEW PRODUCTS**  
•  
**NEW SERVICES**  
•  
**NEW LITERATURE**

A reader service feature announcing the development of new and improved products, new services and new literature offered by manufacturers and suppliers. Claims made in this department are those of the firm concerned. Further information on any of the items discussed in this department may be obtained by writing the Reader Service Department of:

**The American Baker**  
118 So. 6th St. Minneapolis, Minn.

### No. 3393—Refrigerated Display Case

Lern, Inc., announces a new full vision refrigerated display case with a Thermopane glass front and sliding doors in the rear. This is a self-contained unit of all stainless steel, 48 in. long, 28 in. wide and 18 in. deep, with inside fluorescent lighting. Shelves are adjustable. The case acts as a front counter or a window display. Completely portable, it plugs into any AC electric outlet and can be used anywhere. The case has an adjustable thermostat control which is hermetically sealed with a self lubricating compressor unit. No blower is used. For catalog sheet and complete information check No. 3393 on the coupon and mail to this magazine.

### No. 3394—Displays

How the bakery operator can build displays and built-ins is shown in

an illustrated folder, complete with sketches and easy-to-follow working drawings, just released by the Masonite Corp. Items described are a display case with sliding drawer and sliding doors, a service wrapping counter, a window display and special lighting effects, seasonal window display and a curtain wall. More information is obtainable by checking No. 3394 on the coupon and mailing it.

### No. 3395—Dispensing Device

Now being marketed is the Multi-Meter, manufactured by Multi-Meter Corp., a patented dispensing device for attachment to all types of water faucets. It automatically measures the correct amount of liquid cleaning material with water to give the proper dilution, the company claims. Raising a lever at the front of the device gives a constant cleaning solution and automatically pro-



vides clear water when the faucet is shut off and then opened. A plastic hose runs directly from the Multi-Meter to the original container of cleaning material. Attractively designed and chrome plated the device is adaptable to all types of cleaning requirements. The manufacturer claims that it is particularly useful in dispensing concentrated detergent compounds. Check No. 3395 on the coupon and mail it to obtain more information.

### No. 3396—Metal Container

A cookie container jar manufactured by the I. D. Co. offers the baker an ideal way to pack cookies or other baked products for gift-giving. The container can be used over and over again by the consumer. Delicately shaped, the container contains the natural coloring of its bird artistry. The dimensions of the container, called "Fantasy," are 4½x4½x4½ in. The removable lid has a pull knob. They come packed 48 to a carton. For more information check No. 3396 and mail the coupon.

### No. 3397—Refrigerant

Said to be a revolutionary new development in the refrigeration field is a product called by the trade name, Perma Ice. It is a re-usable piece of non-melting ice which can be used for keeping cream pies and other baked goods requiring refrigeration in trucks. The ice refrigerant is composed of cold-retaining chemicals made into a gel. Because the chemicals are in permanent colloidal suspension, the gel remains usable indefinitely. It does not evaporate, dissipate or change texture or performance, it is claimed. The gel is placed in plastic bags, in varying sizes. There is no water run-off and no expansion or contraction, it is said. Check No. 3397 and mail the coupon for more information.

### No. 3398—Dough Recorder

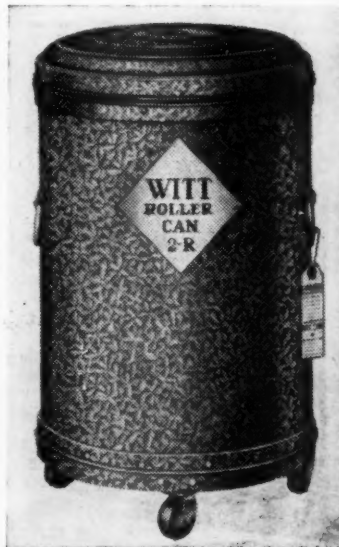
Now being marketed by Minneapolis-Honeywell Regulator Co. is an instrument called by the trade name, Electronik recorder, which registers variations in dough consistency. This mixer consistency recorder measures the power consumed by a mixer motor and produces a graphic record of consistency build-up. The company says this instrument enables the baker to make immediate adjustments in dough formula, and/or mixing time, to compensate for changes in a new batch of flour. Other information is detected from graph readings, it is said. These include too much or too little water, failure to

add salt, and a complete time chart on mix numbers, loading, mixing, emptying and the time between batches, as well as the all-important index to the point of maximum dough consistency. More information about this recorder may be obtained by marking No. 3398 on the coupon and dropping it in the mail.

### No. 3384—Bakery Lubricant

A new universal bakery lubricant, called BakeRy-Lube, is being manufactured by the Bel-Ray Co., Inc. It may be used for lubricating oven chains on all types of traveling ovens, sleeve bearings on revolving tray ovens, etc. The product is a complex blend of synthetic oils and micronized flake graphite, uniformly mixed. The micronized graphite is of such microscopic dimensions and uniformly dispersed that it will penetrate the smallest tolerances of oven chains and bearings, leaving a film of graphite of a very low coefficient of friction, it is claimed. This lubricant is available in three grades—regular, premium and extra premium. Check No. 3384 on the coupon to obtain complete information about this product.

### No. 3390—Ingredient Cans



Now available in various sizes and styles is a line of ingredient cans offered by the Witt Cornice Co. These cans, the company explains, are made of heavy gauge reinforced steel which protects against damage to the body and flaking on the inside. Hot dip galvanizing resists rust and prevents contamination of mixtures. The cans have sanitary seams and snug-fitting lids seal completely against dirt, rodents and vermin. The lid handles are recessed, allowing the cans to fit conveniently under work tables. The cans are available with steel or rubber wheel casters. The complete line includes both plain and corrugated bodies with 20 to 33 gal. capacity. The Witt catalog and complete details may be obtained by checking No. 3390 on the coupon and mailing it to this magazine.

### No. 3389—Pies

Special formulas for pies and suggestions for merchandising them have been announced by Monroe Boston Strause. Among the formulas are several based on the variations of the golden raisin pie and Bak-a-Pie

Send me information on the items marked:

- |                                   |                                   |                                   |                                   |
|-----------------------------------|-----------------------------------|-----------------------------------|-----------------------------------|
| <input type="checkbox"/> No. 2627 | <input type="checkbox"/> No. 3388 | <input type="checkbox"/> No. 3393 | <input type="checkbox"/> No. 3398 |
| <input type="checkbox"/> No. 3384 | <input type="checkbox"/> No. 3389 | <input type="checkbox"/> No. 3394 | <input type="checkbox"/> No. 3399 |
| <input type="checkbox"/> No. 3385 | <input type="checkbox"/> No. 3390 | <input type="checkbox"/> No. 3395 | <input type="checkbox"/> No. 3400 |
| <input type="checkbox"/> No. 3386 | <input type="checkbox"/> No. 3391 | <input type="checkbox"/> No. 3396 | <input type="checkbox"/> No. 3401 |
| <input type="checkbox"/> No. 3387 | <input type="checkbox"/> No. 3392 | <input type="checkbox"/> No. 3397 | <input type="checkbox"/> No. 3402 |

NAME.....

COMPANY.....

ADDRESS.....

CLIP OUT — FOLD OVER ON THIS LINE — FASTER (STAPLE, TAPE, BLUE) — MAIL

FIRST CLASS  
PERMIT No. 2  
(Sec. 34.9,  
P. L. & R.)  
MINNEAPOLIS,  
MINN.

**BUSINESS REPLY ENVELOPE**

No postage stamp necessary if mailed in the United States

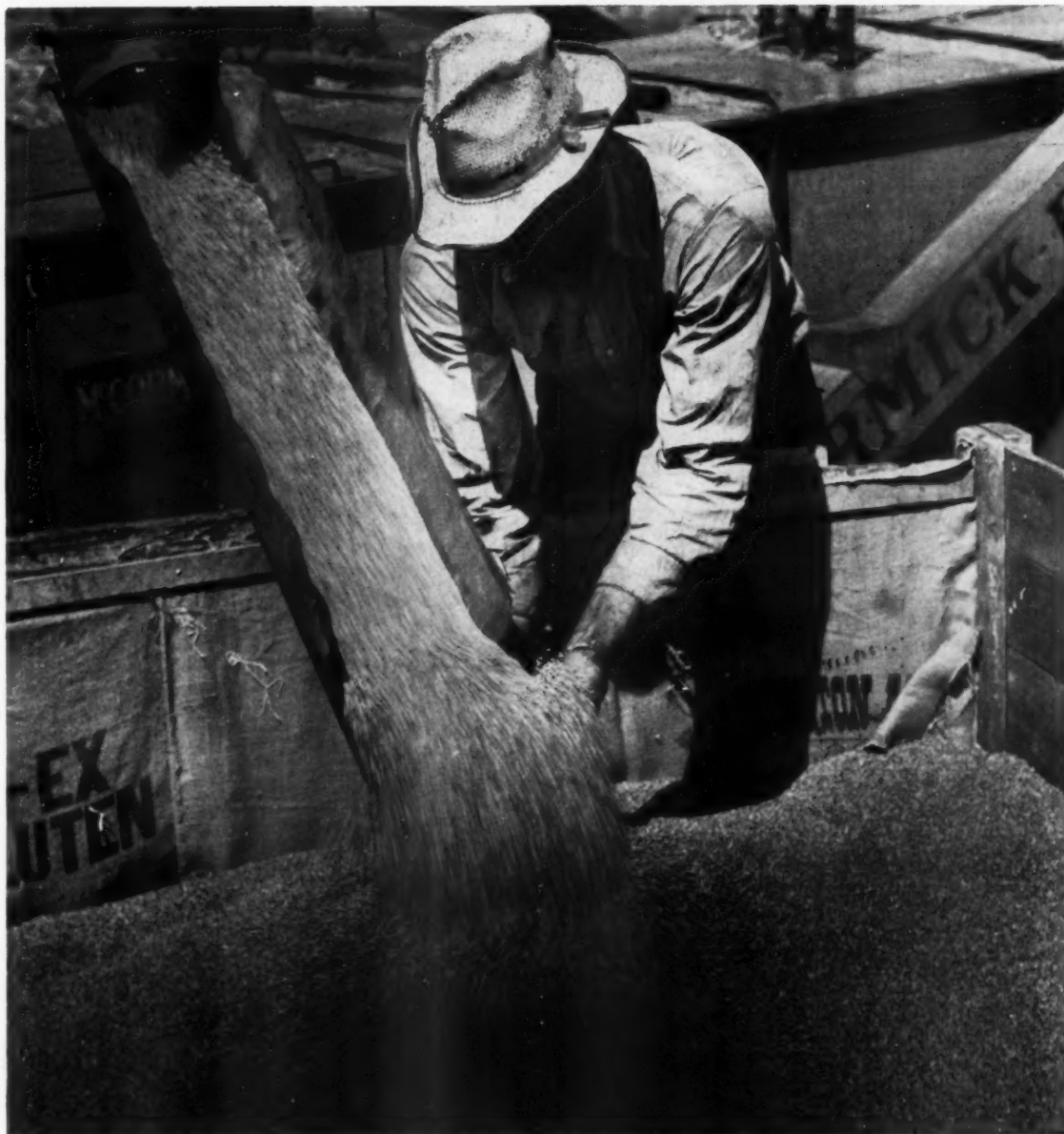
POSTAGE WILL BE PAID BY—

The American Baker

118 South Sixth Street

Reader Service Dept.

Minneapolis 2, Minn.



*Many hands are needed . . .* to transform the golden flow of wheat to a superior quality flour . . . and the experienced technicians and workmen of Kansas Milling are most skilled at producing a better flour . . . the flour that bakers can depend upon year after year . . .

## **The Kansas Milling Company • Wichita, Kansas**

*Mills at Wichita, Cherryvale, and Moundridge, Kansas — Marion, Ohio*

**CAPACITY, 12,000 CWTS.**

**STORAGE, 4,500,000 BUSHELS**



**The J. C. Lysle Milling Co.**

MILLERS OF  
**HARD AND SOFT WHEAT  
FLOUR**

SINCE 1874

Leavenworth, Kansas

Quality Millers Since 1879

**BUFFALO FLOUR**

THE WILLIS NORTON  
COMPANY  
WICHITA, KANSAS

Victor-Champion-Frost King-Headliner

Family Flour De Luxe

**THE CRETE MILLS**  
CRETE, NEB.

**Evans Milling Co., Inc.**

INDIANAPOLIS, IND., U. S. A.

Manufacture Kilm-Dried  
DEGERMINATED CORN PRODUCTS  
Capacity, 16,000 Bushels

Michigan Soft Wheat Flours

Plain or Self Rising

**VOIGT MILLING CO.**  
GRAND RAPIDS, MICHIGAN

**WM. CHARLICK, LTD.**

FLOUR MILLERS

Specializing In Exports  
ADELAIDE, SOUTH AUSTRALIA  
Cables: "Cityflour" Adelaide

You can make better bread with

**SUNNY KANSAS Flour**

**The WICHITA**

Flour Mills Co.  
WICHITA, KANSAS

"RUSSELL'S BEST"

"AMERICAN SPECIAL"

Our mill is located in the high protein  
wheat district of central western Kan-  
sas, and secures most of its wheat  
directly from growers.

RUSSELL MILLING CO., Russell, Kansas

**ACME RYE**

A HIGH QUALITY  
WISCONSIN RYE FLOUR  
All Grades

FISHER-FALLGATTER MILLING CO.  
WAUPACA, WISCONSIN

*Super Chief*

High Protein Flour

**GREEN'S MILLING CO.**

Morris, Minn.

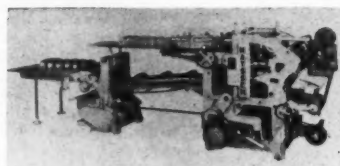
**RUNCIMAN MILLING CO.**

Successors to JONATHAN HALE & SONS, Inc.

MANUFACTURERS OF FINEST  
**MICHIGAN SOFT WHEAT FLOURS**  
Plain and Self-Rising  
IONIA, MICH. PHONE 65  
Since 1856

apple pie slices, diced apple nuggets, apple sauce nuggets, peach dried nuggets and apricot diced nuggets. These Bak-a-Pie products are processed and packed exclusively by the Vacu-Dry Co. Golden raisin pies, based on new formulas, have been test marketed in the Chicago area and consumer acceptance has been excellent, it is reported. Complete literature containing formulas and merchandising hints will be sent if you will check No. 3389 on the coupon and drop it in the mail.

### No. 3385—Wrapping Machine



A newly-developed principle for wrapping baked goods is incorporated in the Hayssen Universal wrapping machine, made by Hayssen Manufacturing Co. The new one-adjustment hand wheel adjusts the machine to handle the different size packages without changing of parts or shutting down the machine, the company states. The machine illustrated here is hooked up to a Haysen bread slicer and is equipped with Ad-Seal-It banding attachment, top labeler and printer. An electronic eye assures labels of being properly positioned on the package and right side up, it is claimed. One operator, working from nearby racks, loads and unloads about 35 units a minute, it is claimed. Complete details may be secured by marking No. 3385 on the coupon and mailing it to this magazine.

### No. 3386—Wall Case Folder

The Columbus Show Case Co. has just released a four-page color folder on its line of bakery wall display cases. The folder outlines 17 features which describe the company's various sizes and models of wall cases. Such details as double-acting doors, shadow box cornices and ornament display cornices are described in the folder. To obtain this folder mark No. 3386 on the coupon and drop it in the mail.

### No. 3391—Cargo Cooler

Hunter Manufacturing Co. is making available its cooling system called by the trade name, Hunter cargo cooler, having a dry ice capacity of



1,100 lb. (21 blocks). Forced air circulation, thermostatically controlled, provides the refrigeration. The main component of the cooler is a welded aluminum dry ice bunker. The system is said to function even if the engine and battery fail. The company has released results of tests which show that in a trial run comprising four different methods of

refrigeration its cooler had the lowest temperature rise. The result, according to the company, showed an average temperature rise during the 1,250 mile run of 3.5° F. as compared to rises of 5.4° F., 5.6° F. and 6.5° F., respectively for the three other systems. Complete information about this cooler may be obtained by checking No. 3391 and mailing the coupon.

### No. 3392—Flavor Base

A new powder type bleu cheese flavor base for the baking industry has been developed by the Dell Food Specialties Co. This flavor base, a blend of powdered ingredients, is said to produce the strong, pungent flavor of real bleu cheese in baked products such as crackers, biscuits, pies, etc. The manufacturer states this flavor base has excellent keeping qualities when stored properly. It is packed in 100-lb. bags. Mark No. 3392 on the coupon and more details will be sent to you without obligation.

### No. 3399—Clutch

A new line of adjustable torque-limiting clutches, said to provide overload protection for machine drives in a wide variety of equipment, is announced by Morse Chain Co. These compact slip-type friction clutches act as automatic shear pin mechanisms, the company claims. They are particularly adapted to roller chain drives and are designed to be used in connection with standard Morse type A plain plate roller chain sprockets. The clutches are made in 4½, 5½ and 6½ in. diameter sizes with ratings of 55, 121.5 and 260 ft.-lb. respectively. Maximum bores (with standard keyways) are 1, 1½ and 2½ in. Over-all lengths are 2.9/16, 3 and 3½ in. Hub OD's are 2.000, 2.625 and 4.250 in. More information is available by checking No. 3399 on the coupon and mailing it to this journal.

### No. 3387—Dry Ice Bunkers

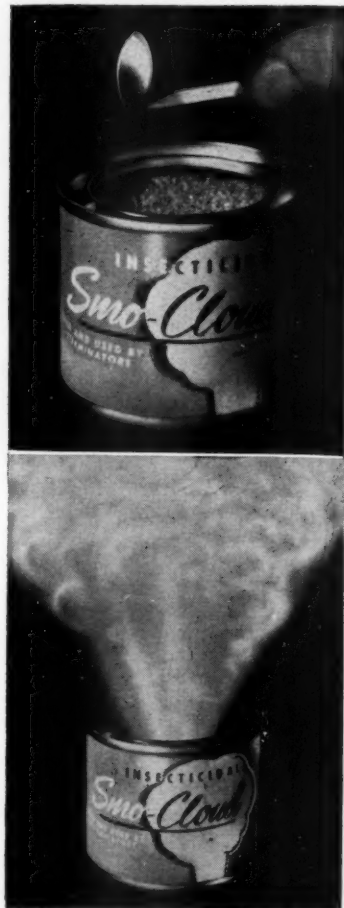
Foster-Built Bunkers, Inc., has just released a six-page folder on the use of blower type dry ice bunkers in truck refrigeration. In addition to showing the complete line of bunkers, this folder gives data on the number of units required for various size trucks, typical installations, and actual case histories of the bunkers in operation on test loads. Models are available for all size trucks. Copies of the folder and complete price information may be obtained by checking No. 3387 on the coupon and mailing it.

### No. 3388—Coconut

Durkee Famous Foods division of the Glidden Co., in the patent application for its new product, Durkee Stayfresh coconut, makes claims that this product retains its freshness and whiteness for up to twice as long a time as comparable products. This coconut product, first introduced less than two years ago, utilizes sorbitol as a humectant to

stabilize the moisture content of the coconut. The high moisture content, it is claimed, enhances the tenderness of the coconut. Additional nutritional value is added to the coconut by sorbitol, the company states. Complete information about this product may be obtained by checking No. 3388 on the coupon and mailing it.

### No. 3402—Insecticide



Smo-Cloud, a new insecticide, described as the "atom bomb of the insect world," is said to be an effective insect killer by its manufacturer, the Insecticidal Smo-Cloud Co. It is described as penetrating, quick and non-injurious to humans and animals when used as directed. It is called non-staining and leaves no tell-tale odor. It is said to kill all pests that creep, crawl and infest and to drive away mice and rats. It goes into walls, niches and crevices, reports indicate. To use, a match is touched to the contents of the metal safety can, and a cloud of non-inflammable vapor rises. The new product is registered with the U.S. Depart-

BROKERS & DISTRIBUTORS

WANTED FOR

NAPPANEE QUALITY

**CORN MEAL**

Write NAPPANEE MILLING CO.  
NAPPANEE, IND.

Cable Address—MILPRODS, Winnipeg

**MILLING PRODUCTS LTD.**

P.O.B. 3007

Winnipeg, Man., Canada

Exporters of

Grain, Flour and Allied Products



ment of Agriculture and is laboratory approved. Check No. 3402 and mail the coupon for more information.

### No. 2627—Hand Truck

A new magnesium hand truck, with a retractable third wheel, has been announced by Magline, Inc. The addition of the third wheel, according to the manufacturer, makes carting and wheeling of the heaviest loads



considerably easier. When the wheel is extended, the truck can be operated in a three-point position, preventing any load from bearing on the operator, it is claimed. Similarly, when the truck is stopped in this position, it can be re-started without the physical effort normally needed to overcome dead load-weight. For conventional use, the third wheel retracts against the frame. The new model is of all-magnesium construction. The nose unit extends beyond

the wheels on either side, and is said to prevent flexible loads from binding against the wheels. For additional information and descriptive brochure on the complete line of Magliner hand trucks, check No. 2627 and mail the coupon.

### No. 3400—Book on Automotive Fleet

Of interest to anyone concerned with the ownership and operation of motor vehicles is a revised edition of *Automotive Transportation in Industry*, a book authored by Samuel J. Lee and just published by Lloyd R. Wolfe. Mr. Lee is a lecturer and consultant on fleet management and has been in the automobile business since 1927. The book details the advantages and weaknesses of each system — by direct comparison, graphs, charts and dollars-and-cents criteria — costs, incidence of accidents, salesman morale, purchasing, sales, taxes, profits. After helping the interested executive to determine for himself the most efficient and economical plan for his company to use, Mr. Lee proceeds to actual conduct of fleet management. Further information about the book and how to secure it may be obtained by checking No. 3400 on the coupon and mailing it.

### No. 3401—Cap

A new, visored cap net for bakery employees has recently been introduced by Hollywood Turban Products Co. This new visor-net is designed for a two-way appeal to women workers. Its off-the-face visor is becoming, states the company, and is designed to cover the hair at the brow line without spoiling the hairdo. It is easily adjusted to any coif-



ture, and the specially-woven mesh will not upset the hair style, bind or chafe, it is said. The visors can be wiped clean with a damp cloth. Visors can also carry advertising messages for the company, with name, trade mark or slogan imprinted in a choice of colors. For prices, literature and details, mark No. 3401 on the coupon and mail.

—BREAD IS THE STAFF OF LIFE—

### 300 Dealers Complete C. Schmidt Co. Course

CINCINNATI — More than 300 dealer salesmen for the C. Schmidt Co. recently completed a 10-week training course in freezing bakery products and selling freezers to the baking industry.

The course, according to Paul R. Stewart, advertising manager for Schmidt, was prepared by the company from material furnished by more than 100 bakers from 22 states. It was not the intention of the company, Mr. Stewart says, to make bakers out of salesmen, but rather, to give them a general knowledge of freezing bakery products. It should prepare rep-

resentatives, he says, to better serve the baking industry.

At the end of the course, a quiz was given and those who successfully completed the examination received a certificate of proficiency.

All lessons in the training course were sent to the home of the salesmen, and many wives became so interested in the course they were permitted to take the quiz, and received a certificate. This interest on the part of the wives, it is believed, would be helpful when these women are discussing bakery problems with women from the bake shop.

Other purposes of the course were to help doubtful prospects arrive at a decision regarding freezers and to clarify doubtful points on freezing and freezers.

The Schmidt company will continue to give the instructions to new salesmen coming into a dealer organization and new dealers.

—BREAD IS THE STAFF OF LIFE—

### MICHIGAN BAKERIES OFFICIALS PROMOTED

GRAND RAPIDS, MICH.—C. E. Kincaid, president of Michigan Bakeries, Inc., has announced that George A. Menard and Alex F. Mackay have been made vice presidents in charge of production and sales, respectively.

Mr. Menard, with 25 years experience in the baking industry, joined Michigan Bakeries as plant manager in November, 1952. Prior to his association with Michigan Bakeries, Mr. Menard held a similar position in Providence, R. I.

Mr. Mackay, who has been in the baking industry since 1929, joined Michigan Bakeries in February, 1951. Before his recent appointment Mr. Mackay was general merchandising manager for the firm.



# Quaker Bakers Flour

More Reason than Rhyme!

"Quaker Bakers Flour is specially designed  
With up-to-date bakers like you in mind.  
Yes, this versatile flour's your finest pick  
'Cause baking formulas change so quick.  
This short-patent flour is the finest of any  
And yet it won't cost you one extra penny!"

Call, write or wire

The Quaker Oats Company

Chicago, U.S.A.

Mills at Cedar Rapids, Iowa • St. Joseph, Mo. • Sherman, Texas  
and Los Angeles, California



# 3 BAKER FLOURS



that give

*more loaves of bread,  
and all just as good.*

**TEA TABLE**

**OVENSPRING**

**BIG VALUE**

**THE WEBER FLOUR MILLS CO.**  
SALINA, KANSAS

## A SERVICE DESIGNED FOR BAKERS

55,000 square feet of public dry storage. Class A reinforced concrete building. Overhead sprinklers.

Specializing in handling of bakery ingredients and supplies, pie fruits and confectioners items.

Efficient truck deliveries and pool car distribution.

Five elevators providing expedited will-call service.

Dock capacity: 20 trucks. Rail capacity: 15 cars.

On Los Angeles Junction Railway rails with switching charges absorbed by line haul carriers.

Fully licensed and permitted by California Public Utilities Commission.

**FLOUR, INC.**

4219 N. Produce Plaza, Los Angeles 58, Calif.

## La Grange Flours

La Grange Flours, whether plain or enriched, remain the same high standard, dependable flours that have characterized the products of La Grange Mills over the three quarters of a century and more of their operation.

This quality pattern is not an accident but the result of painstaking care in wheat selection and careful milling.

You can depend  
on LA GRANGE  
FLOURS

**LA GRANGE MILLS**  
RED WING, MINNESOTA

### THE NEW CENTURY CO.

3939 So. Union Ave. Chicago 9, Ill.  
Always in Market for Flour and Feed  
Producers of  
**DRIED BREWERS' GRAINS**

### "Golden Loaf"

That's Our Brand—  
The Flour with the Doubt and  
Trouble left out  
**TENNANT & HOYT COMPANY**  
Lake City, Minn.

### STANDARD MILLING COMPANY

Millers of  
• CERESOTA • ARISTOS  
BAKERY FLOURS

### Miner - Hillard Milling Co.

WILKES-BARRE, PA.  
Manufacturers of  
CORN FLOUR - CORN MEAL  
CORN SPECIALTIES

# Page's FLOUR

MILLERS OF FINE FLOUR SINCE 1892

MILLS LOCATED AT TOPEKA, KANSAS



As a baker, you know your plant location means a lot in saving costs of distribution. It is that way with flour mills, too. The PAGE mills can draw wheat economically from four major wheat states because of exceptional location.

**THE THOMAS PAGE MILLING COMPANY, INC.**

PAGE US FOR FINE FLOUR

General Offices: 1000 W. 12th St., Topeka, Kansas 66604 Phone: 332-1111

# Preferred since



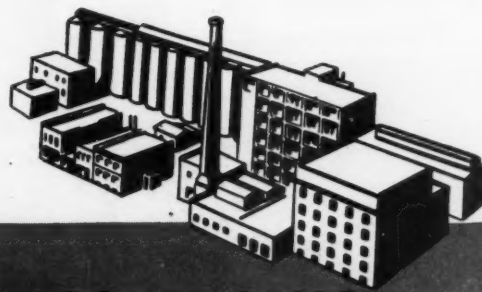
For over 74 years, MOTHER HUBBARD has been a quality yardstick the country over. Constant testing and re-testing is your guarantee that this same high standard is maintained from year to year. Entrust your baking results to MOTHER HUBBARD FLOUR . . . you'll be amazed at the greater yield, finer flavor, and better keeping qualities!



Other Famous HUBBARD Flours:

**SPRING MAIDE  
SUPERLATIVE**

**KING HUBBARD  
SONNY HUBBARD**



## HUBBARD MILLING COMPANY

MANKATO, MINNESOTA



## Bakery Merchandising

# National Sandwich Month Grows Into Important Cooperative Food Promotion

CHICAGO — National Sandwich Month — organized as "August-is-Sandwich-Time" for store-wide, all all-foods promotion—begins to look like one of the 1953 season's biggest potential profit-maker in related item merchandising, the Wheat Flour Institute reports.

The sandwich month promotion joins with "July Is Picnic Month" to bolster the baking industry's summer sales with two consecutive months of cooperative advertising and merchandising, using all bakers' products.

"The campaign has racked up an impressive list of food industry participant-sponsors plus the promise of unprecedented support in magazines, newspapers, radio and television," it is claimed.

The food editors of many national magazines already have announced sandwich features for August. Total circulation for this group of magazines is more than 30 million—enough to reach every home in America. This group includes Better Living, True Confessions, Seventeen, Parents', The American Weekly, Look, Family Circle, Woman's Home Companion and the Farm Journal. Food editors of another equally potent group of six national magazines have also indicated their plans for sandwich features in August.

To this full-color showing in national magazines, participant-sponsors in the campaign will add thousands of lines of newspaper editorial space, plus hours of radio and television time, Howard Lampman, director of the institute, reports.

Support from food editors and writers in all media comes in recognition of the popularity of sandwich meals in August. These leaders in food acknowledge the need of readers and listeners for help in preparing and

serving quick, nutritious, complete sandwich meals.

Newspaper, radio and television advertising in direct support of the August drive has already been scheduled by a large group of participant-sponsors. They look at the 30 million sandwiches served daily as a vehicle for their own individual brand-name products. They are using sandwiches to help sell soups, cheese, beer, butter, margarine, table-ready meats, produce, salad dressings, coffee, tea, milk, soft drinks, fillings and dozens of other food items.

Last year more than 70 leading brand-name food producers joined in the campaign. The list of participant-sponsors for "August-is-Sandwich-Time," 1953, may exceed 100—including many of the biggest names in food. A tentative, partial and preliminary line-up includes:

American Bakers Assn.; American Honey Institute; American Institute of Baking; Amino Products (Accent); American Dairy Assn.; Armour & Co.; Beatrice Foods Co.; the Best Foods, Inc.; the Borden Cheese Co.; California Foods Research Institute; Campbell Soup Co.; the Coca-Cola Co.; College Inn Food Products Co.; Continental Coffee Co.; Dixie Cup Co.; Duchess Party Foods; Fearn Foods, Inc.; R. T. French Co. (mustard); Charles E. Hires Co.; Horlicks Corporation; Kraft Foods, Inc.; Maine Sardine Assn.; Marathon Corp. (Waxtex packaging materials); National Association of Margarine Manufacturers; National Biscuit Co.; National Cheese Institute; National Cranberry Assn.; National Dairy Council; National Fisheries Institute; National Pickle Packers Assn.; New England Poultry & Egg Institute;

National Restaurant Assn.; Pabst Sales Co.; Poultry & Egg National Board; Procter & Gamble Distributing Co.; Superior Tea & Coffee Co.; Swift & Co.; Star-Kist Tuna; Standard Brands Inc.; Tea Council of the U.S.; Tuna Research Foundation; Welch Grape Juice Co.; Wine Institute.

In addition to the merchandising and editorial support, food associations and consumer service or publicity departments in many companies are contributing to the campaign. The result will be an unprecedented barrage of copy on complete sandwich meals, it is felt.

Progress is reported periodically to millers, bakers, supermarkets and food groups through The National Sandwich Month News, Mr. Lampman said.

The next issue of the bulletin will reproduce several magazine editorial features, and detail that part of the promotion to date. Future issues will list the growing number of names of participant-sponsors.

Still to be covered in the program for August mailings are the radio, newspaper and television advertising salesmen. Separate material will also be released to the restaurant industry, where interest is wide-spread and enthusiastic.

First mailing of more than 15,000 "merchandising sampler" kits to supermarkets, millers, bakers and participant-sponsors brought an immediate flood of orders. The kit offers mats, artwork, signs, poster, shelf talkers, recipe leaflets and other materials at less than cost.

Theme of the 1953 drive is summed up in the "Sunnyday" family—Grandpa, Grandma, two children (Suzie and Sonny) and mother and father. This "sales team" appears on all

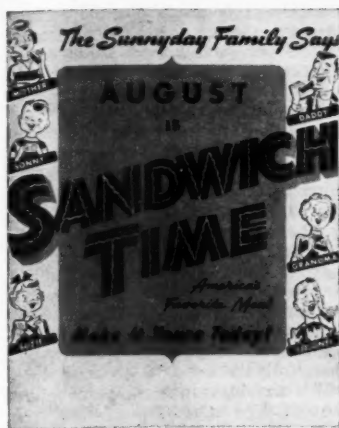


"SUNNYDAY FAMILY"—One of the novel promotional aids developed by the Wheat Flour Institute for Sandwich Month is the "Sunnyday family"—with the family's children, parents and grandparents cooperating to push the sale of sandwiches and related food items tying in with the promotion. Each member of the family appears on a table tent cut-out, so that restaurants may feature different items on the variety of cards.



**SANDWICH MONTH IDEAS**—Several ideas for using materials supplied by the Wheat Flour Institute to promote sandwiches and related products are shown in the illustrations above. At the left, retail bakers can start off with the extra-large window streamer, carrying out the theme by adding other merchandising materials such as counter cards and showcase tents. The complete meal foundation of the campaign will provide sales leverage for cakes, pies, rolls and sweet goods, it is felt, since store traffic stimulated by the

campaign can bring greater profit in all lines. In the center, the wide range of tie-in food possibilities with sandwiches fill the supermarket basket, with the basket sign reminding the customer. Store or brand imprint space is provided. At the right, the materials are given good display in a bakery, and at the same time related items such as coffee, muffins and variety breads for special sandwiches are featured. Also shown are several of the counter and back bar promotional pieces available from the institute.



**POSTER**—The theme of National Sandwich Month runs through the many promotional aids developed by the Wheat Flour Institute — from counter cards and table tents to extra-large window banners.

campaign materials. A number of the materials in the basic kit may be imprinted, or passed along to the supermarket sign-writer for "specials."

#### Adaptations of Campaign

All participants and sponsors—representing the many foods that go with, on or between bread in complete sandwich meals—are urged to make the campaign their own—each in his own way. For example, one mill has scheduled a full-color ad on sandwiches in Life and Look magazines. Another mill offers special materials relating to rye bread sandwiches for bakery customers. Two meat packers are running national advertising—one in regional markets through newspapers and the other full-color national magazine space.

The campaign and available materials divide easily into separate promotions for retail bakers, wholesale bakers, the producers of "sandwich foods," restaurants and supermarkets. A special kit has been assembled for retail bakers.

Mailings will continue to all groups. Questions or suggestions about the "August-is-Sandwich-Time" promotion should be addressed to Wheat Flour Institute, 309 W. Jackson Blvd., Chicago 6, Ill.

#### AIB Study

perature upon the changes of bread compressibility originally reported by Katz were confirmed. It was fur-

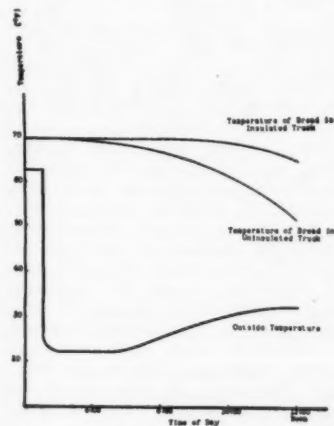


Figure 8

Effect of Insulated Truck Bodies Upon Maintenance of Bread Temperatures During the Winter Months

ther determined that the greatest portion of these changes take place during the early storage life of the bread and during a period when the baker can control environmental conditions. It was observed that a large portion of the decrease in softness which occurs in bread when it is cooled to low temperatures is permanent and it does not recover on warming to room temperature. It was demonstrated that the installation of insulating material in truck bodies afforded a simple and relatively inexpensive means of controlling the loss of heat from the load, thus enabling the baker to deliver a more palatable bread to the retail outlets.

It is therefore recommended:

(1) **Provision of an adequately heated loading dock.** This study revealed that, in many instances, no method has been provided to maintain loading docks at a temperature approaching that of room temperature. At inadequately heated docks both the truck body and its load of bread become chilled even before loading is complete, and this original low temperature of the truck body causes a further fall in temperature of the bread and needless staling.

(2) **Provision of adequate heated space to store trucks after they are loaded until the driver is ready to drive his route.** In some instances, loaded trucks were removed to parking lots to make room for more trucks at the loading dock. This meant that some trucks and their loads were exposed to below-freezing weather for as much as five hours before the drivers appeared. In this length of time large temperature changes could take place in both the truck and its contents.

(3) **Provision should be made to prevent heat loss during delivery.** Insulation of the truck body used in this study proved extremely successful. If this is impractical for any reason the transport of bread in cartons minimizes the temperature change of the bread.

(4) **Provision of truck heaters.** If the truck body is insulated, and there is sufficient opening between the cab and truck body, the ordinary cab heater appears to furnish sufficient heat to offset the heat lost from the truck body.

(5) **Elimination of drop boxes.** An attempt should be made to develop methods of distribution that would make possible the elimination of drop boxes. Severe temperature decreases were noted in bread in drop boxes between the time of delivery and the time the stores opened.

#### References

\*Katz, J. R.—"Gelatization and Retrogradation of Starch in Relation to the Problem of Bread Staling." A Comprehensive Survey of Starch Chemistry. R. P. Walton, The Chemical Catalog Co., pg. 100 (1928).

†Cathcart, W. H.—"Further Studies on the Retardation of the Staling of Bread by Freezing." Cereal Chem. 18, page. 771-777 (1941).

—BREAD IS THE STAFF OF LIFE—

#### TEXAS DECORATORS' SCHOOL

ARLINGTON, TEXAS—A week's intensive training course, for beginners and advanced students in the art of cake decorating, blending of colors, special icings and manipulations will be conducted by Emil Hilbert, Hilbert's Bakery, 2526 N. California Ave., Chicago, at Arlington State College, Arlington, Texas, starting July 27.



**RYE BREAD MERCHANDISING KIT**—A complete rye bread promotional kit is now being offered to bakers by the International Milling Co. for use as a tie-in with the national "August is Sandwich Time" campaign. The rye bread merchandising kit contains formulas for seven varieties of rye breads, colorful counter and window display material, consumer serving suggestion folders offering new ideas for preparing rye bread sandwiches, and several "August is Sandwich Time" display pieces. The kits are being distributed by International salesmen. Further information is available from the International Milling Co., Minneapolis, Minn.

#### Roman Meal Issues Promotion Manual

A new promotion manual on consumer sampling has just been released by the Roman Meal Co., Chicago, to its franchise holders.

The 15-page outline is the first of a series making up a Roman Meal merchandising file, companion piece to the Roman Meal Success Manual, already in the hands of bakers producing Roman Meal bread.

According to Fred V. Robinson, bakery sales manager for the com-

pany, the new consumer sampling manual is one of the most comprehensive on the subject to be released thus far in the baking industry.

Included are some of the better known methods of sample distribution, plus some unusual techniques which are illustrated, besides being fully described.

Other merchandising outlines are now being prepared to follow up the consumer sampling promotion, and will be added to the Roman Meal merchandising file, according to Mr. Robinson.



"Oh, by the way, would you mind dropping into the bakery on your way and order a cake for dinner?"



## Methods That Sell to Women . . .

### Crisp, Summery Window Displays Attract Women

● By Dorothy Glenn



**W**OMEN are "impulse buyers," particularly in foods. They can be tempted and persuaded to buy with good displays. Why not use your window to the best advantage with old customers, and with prospective new customers? You can tempt many a woman to enter your shop with the easiest and simplest ideas.

It's a hot summer day. Your assortment of cookies is good. Use small trays of cookies, or better yet, use home-style platters or plates of cookies in your window. As a centerpiece for your window, use tall, frosted glasses filled with simulated ice cubes and a beverage such as iced tea, lemonade, limeade . . . complete with straws. Your sign will say . . . "Cookies and Coolers."

Is there anything more tempting on a hot summer day? I think not, for it suggests easy comfort in the coolest place in the house with a satisfying cool drink and crisp, delicious cookies.

#### Picnic Theme

"Picnics . . . Fancy and Plain" could be the theme of another window display. Your baked goods are an essential part of any picnic. If your window is small, use a small picnic basket complete with cups, plates and wrapped foods. Surround it with the complete assortment of picnic foods you have to offer.

If your window is large enough, use the picnic basket theme on one side and a small portable barbecue grill on the other with the necessary breads, buns, rolls, cookies and cakes.

Most people enjoy picnics. Some like 'em simple with sandwiches, cookies and a beverage on a blanket. Others go all out with a table cloth on a picnic table, silver, salads and all. Both types pack a good many items from your shop. Capitalize on the picnic season with window displays that point up your goods.

Another type of summer window display could be "Summer Fun."

Here you can feature hot dog and hamburger buns of various sizes. Don't hesitate to offer giant buns for hearty eaters. Youngsters will love to have a double hot dog bun. The little touches for your window that go into the makings of suggested selling will include long-handled forks for the hot dogs, perhaps a small campfire all ready for lighting. A thermos jug or bottle is another item that will add to the effect.

#### Feature Your Specialty

Do you have a specialty such as orange layer cake, lemon chiffon pie, strawberry pie or fresh blueberry tarts? Most fruit desserts have a certain refreshing quality that is tempting on a hot summer day. Feature these items in your window display. But, if it's orange layer cake you're pushing, surround the cake display with fresh, glistening oranges. If it's blueberry tarts, add a bowl of luscious, gleaming blueberries to the display. (A thin coating of oil over fruit will keep it glistening and fresh looking.) Add a sign to your window that says "Cool and Refreshing." Such a window will bring customers into your shop.

"Teatime Teasers" will persuade customers to buy your fancy nut and fruit breads for tiny sandwiches; your high quality tea cookies; your special cakes and petit fours. Again, your window display will attract more attention if decorated with the tall frosted glasses of cold, iced beverages.

#### Salads and Sandwiches

"Salads and Sandwiches" are standard items for many summer meals. Here again is an opportunity for you to "steal a march" on your competitors by setting up a window display that will bring customers into your

shop. A simple wooden market basket filled with salad vegetables and fruits will serve as a centerpiece to attract attention and do the job of "suggested selling." (Here again a thin coating of oil will keep them glistening and fresh looking longer.)

"Salads and Sandwiches" enable you to feature all sorts of breads, rolls, and any of the toast, zwieback or rusk items that you may make.

The important thing to remember in building such window displays is to feature only one classification of baked goods. Don't load the window with one of everything you have in your shop from breads to cookies to pies to cakes to sweet goods. Such an assortment confuses the prospective shopper. There's no one thing on which the eye can fall. Concentrate your efforts.

Hot weather isn't a time when Mrs. Homemaker likes to cook meals, so each time you think of a window display, think of getting only one point across. Hot weather frequently destroys imagination . . . so concentrate your efforts for greater sales.

## Insurance

(Continued from page 17)

ers, high-priced executives, and world-renowned auditors, certainly those of us who labor without the benefits of a big organization have some cause to worry. Such apprehension can be minimized to some extent by a well-conceived insurance program.

Since there are so many areas of possible loss, the smaller bakeries find their best investment is in a comprehensive type of coverage. In other words, it is usual today in most states to write policies that will embrace dishonesty of employees, as well as burglary, robbery, theft, hold-up, larceny, forgery, fraud and other special enumerated risks.

As in all problems of insurance the baker is wisest if he places his confidence in an experienced insurance agent. The special knowledge of such an advisor can save valuable dollars in premiums and in possible losses. Since crime and dishonesty insurance is fairly technical, and a careful omission in the terms may not appear until after a loss is incurred, the bakery should be very exact about the terms and warranties listed. For example, if it is specified as a condition of the contract regarding burglary that a bur-

glar alarm be installed, the failure to do so would void the insurance in time of such a loss. If a check-protecting machine is part of the terms of forgery insurance, then the baker should be doubly sure that all checks issued go through the machine. The insuring company might well argue that it was only in the faith that such conditions prevailed that it consented to insure.

When a comprehensive policy is written by one company, the baker may feel more assured of blanket coverage. Thus, to cite one possible instance, suppose an employee were in the daily habit of taking the deposit to the bank. If he were robbed there might be some grounds upon which the insurance company might suspect him of collusion with the robbers, which would bring it under embezzlement. If two separate policies were held with different companies, one covering robbery and one embezzlement, there might be a lengthy argument as to who was to pay.

Of course, good business practice is to purchase fidelity bonds covering employees who have anything to do with money, securities or other valuable property that might be readily converted to cash. The first step, before purchasing any insurance at all, is to determine the extent of possible loss. A familiar mistake is the underestimation of the amounts that could be stolen over a period of time. The largest fidelity losses in history have been cumulative. Thus a cashier who never handles more than a few hundred dollars daily might yet embezzle several thousand dollars over a year or more.

Some insurance experts recommend a blank position bond of some fixed amount, say \$10,000, covering such designated employees for that amount severally. This is primary coverage. Then an excess bond is offered to provide for extraordinary losses by a single or by several employees. Collusion between the purchasing agent and the receiving clerk, or between a shipping clerk and salesmen, might clearly pass all imaginable losses through the years.

In many cases, however, the cost varies with the type of operation to be covered. In the writer's plant, for example, it was found cheaper to divide the employees into three classes. Class A involves employees in key positions, such as purchasing agent, cashier, superintendent, shipping and receiving clerks and maintenance superintendent. Class B involves salesmen, office clerks and supervisors. Class C involves all other employees. A blanket position bond of \$10,000 is purchased for all Class A employees, with \$25,000 bonds for certain excepted ones. Class B and C employees are under a blanket bond of \$2,500. Only Class A and B people, however, are required to fill out bond application forms.

Most experts agree that fidelity bonds on managers and similarly placed employees should be on the basis of 5% of gross sales or 10% of current assets. Lest this seem a staggering amount of premium it should be recognized that the cost per thousand of fidelity coverage drops rapidly as the amount of coverage rises. In Class A and B bonds an individual bond application for each is important. The surety company then has an opportunity to check on the history of each, if it desires.

Otherwise a subsequent claim might be disallowed if the bonding company were to prove you had been

## WE'VE BAKED IT FOR YOU—

the cake featured this summer in national magazines...

# Chocolate Mint Chiffon Cake

Buy yours here now!

**GENERAL MILLS' NEW CAKE**—Featured in July and August consumer advertising is a Chocolate Mint Chiffon Cake, developed by General Mills, Inc., Minneapolis. Promotional kits available for bakers show how to capitalize on the promotion through the use of merchandising aids such as the window streamer illustrated above. A folder

included in the kit gives selling hints. The approximate batter cost based on a scaling weight of 1 lb. 8 oz., is 29.76¢. A generous icing of 14 oz. will add roughly 10.3¢ for a total material cost per cake of 40.1¢, the company reports. The General Mills field sales organization is now presenting this promotion to the baking industry.



negligent in disclosing the unreliability of an applicant. Some economies are possible through a careful observance of certain conditions. Fidelity rates, being based upon employee classifications, can be lowered at times by a correct determination of the duties of each employee. In short, premium rates are affected by the importance and accessibility to money of the employee bonded. Care should be taken that premiums are properly discounted for burglar alarms, night watchmen and other protection. Safes, vaults and other depositories have a share in the determination of rates for robbery.

Other premium economies may be effected by having a regular pickup by an armored truck company. The possession of a special safe with two keys is helpful, with the guard of the armored truck keeping one key, the baker the other. Such safes can only be opened by both keys at once. Money is dropped into the safe in envelopes from a slot in the top. You may also reduce forgery premiums by 50% through the exclusion of employee forgery; although this practice is scarcely advisable unless employee fidelity insurance is in an adequate amount.

Burglary insurance exists in numerous types to cover many varieties of such loss, such as open stock (finished merchandise such as fruit cake), safe, safe deposit, inside holdup, messenger robbery, paymaster robbery, bank burglary and robbery, storekeepers' burglary and robbery, all-risks policies, and others. Burglary policies usually demand proof of forcible entry, although by paying additional premium the baker can assure himself of reimbursement for losses by sneak thievery. Theft insurance does not usually require evidence of forcible entry. If the bakery employs trucks for route selling or has several stores, then the buyer should be careful to include robbery off the premises in the conditions outlined in the policy.

The above potential sources of loss in a bakery by criminal action should make any responsible official use the utmost care in analyzing his operating structure. He alone is qualified to pass on the total amounts that might be lost; he alone should set the limits of coverage on fidelity bonds and burglary insurance. While, as we suggested before, a competent agent or broker can help immeasurably in writing a comprehensive program of crime and dishonesty protection, the real responsibility lies with the bakery management in its task of informing the former of procedures that only the company itself can know.

Finally, there are two elements in the crime of embezzlement. One is the temptation left by management's negligence. The other is a sudden overwhelming need for money on the part of employees. The latter, of course, is not predictable and might baffle the shrewdest of employers. Any unexpected affluence on the part of a medium-salaried clerk, unusual social propinquity of two employees whose jobs might lend themselves to collusion, unexplainable lack of profits when conditions are favorable, or sudden declines in the amount of barrel, bag and scrap money reported—all these might properly alert the management to danger.

The sin of management negligence as a prelude to stealing is really inexcusable in these days. The advice of a qualified auditor is not too expensive for any baker. On the contrary, it is always cheap in comparison to the values attained. There are



**NEW ENGLAND OFFICERS**—Steve Kasprzak (center), Hayes Bickford, Inc., accepts the gavel of authority from retiring president, Antonio Gendron, Gorman Baking, Inc., following the election of officers of the Bakers Educational Group of New England, Ralph Hirsty (right), Cushman Baking Co., was chosen vice president at the association's annual meeting in Boston. Also elected were Mae Greechie, secretary-treasurer, and James Mackey, recording secretary, both of the New England Bakers Assn.

several firms and cooperative associations of bakers that specialize in counseling bakery management. They can bring a wealth of experience and brains that few bakers could afford to hire in the form of a full-time executive. Such experts charge reasonable fees to survey a bakery's entire operation and prescribe a system of internal audit that might prevent any outrageous losses.

Some of the safeguards they would recommend are included in the following paragraphs.

Embezzlement of cash receipts can be discouraged in many cases by using cash registers, prenumbered sales tickets in pad or book form, and automatic registers for over-the-counter sales. Each sales clerk should be assigned his or her machine, or a separate drawer in a large register. Twice a day each register should be cleared by a responsible officer of all cash above a set amount required for making change. Some firms have actually employed "shoppers" who go around making purchases and watching to see if the full sales are rung up.

If pre-numbered sales tickets are used they should be made out in duplicate or triplicate and each sales person held accountable for each ticket in his pad or book. At the end of the day management should balance the cash received against the total of the sales tickets. There is also available an automatic register using pre-numbered tickets, depositing a duplicate of each in a locked box.

Some of our previous articles on bakery procedure have outlined the accepted method of reconciling bakery production with the amounts of goods delivered to stores or consigned to route salesmen. If this procedure is followed, then store or route sales should account for the goods received or offer a satisfactory excuse for failure to do so. If, for example, store clerks are permitted to sell crippled or day-old merchandise at varying prices, then the problem is more complicated. Goods left in stores at the end of the day should, quite naturally, be inventoried for management's records.

Goods charged out to individual routes are usually recorded in du-

plicate, with the original going to the office. When the salesman checks in at the end of the day he attaches his duplicate of his sheet to a summary sheet. That summary records the bakery goods received, broken down into bread, cake and rolls, the amount of cash received on the route, the charge slips for authorized credit accounts, and the amount and issuer of each check. The sum of cash and charge slips, plus sign receipts for fresh or stale returns, should equal the value of the goods consigned to the salesman. Any difference constitutes a shortage that should be immediately investigated by the supervisor in charge. A good practice, however, is that of requiring the salesman to announce his totals to the cashier when turning in his receipts. Then any difference between his duplicate and the company's original route sheet can be discovered.

Within the office, of course, there are many logical precautions. The duties of cashier and bookkeeper should be divided between two people, neither being permitted to have access to the other's records. (Parenthetically it might be said that surety companies have found a high percentage of their bank losses in those smaller institutions where such duties were combined.) Checks received should be stamped For Deposit Only. All non-cash entries covering allowances, bad debts, discounts, returns and so forth should be made or at least approved by a responsible official other than the cashier or bookkeeper.

Accounts receivable should be sampled or test checked from time to time by an outside auditor. Some companies manage to switch the positions or duties of office employees at unexpected times. An occasional surprise audit has often revealed startling facts.

Equal vigilance should be exercised regarding cash disbursements. In fact, all disbursements except "petty cash" should be made by check. Checks should be numbered serially and written on a check-writing machine. Two signatures are not unusual on company checks, an added precaution where large funds of money are disbursed. Whenever an error in a check has been made it

should be marked void, and held for filing. If the check has already been signed, the signature portion might be torn off to preclude any possible reuse. Petty cash slips should be made in ink, supported by necessary details. The slips should be regularly reconciled against amounts issued to the petty cash fund.

Purchasing should be centralized wherever possible. Requisitions should be pre-numbered. They should be in triplicate, one to the vendor, one to the files, and one to the receiving clerk. The one sent to the receiving clerk should be a short one, with amounts ordered in blank. This insures an independent count. Obviously the purchasing and receiving functions should be kept separate, to minimize chances for collusion.

Management should systematically check prices on invoices. Competitive bids, wherever practicable, should be demanded. When checks are drawn in payment, the invoice or statement should be stamped "Paid" and the number and date of the check written below in ink. Accommodation purchasing for employees has been revealed occasionally as a path to strange losses. A consistent watch should be maintained over such actions to be sure that they do not end up in some expense account.

The weekly payroll, complicated as it is today by contract rates, overtime, and confusing deductions, is a tempting opportunity for embezzlement. It is increasingly the practice of good management to insist on using a payroll check of a different color from that of checks for other disbursements. Modern bookkeeping machines are available on which the clerk types the checks, while simultaneously recording the same on a payroll record. The detail of all deductions is recorded the same way, using a perforated extension on the check form.

Where payment is by cash it is often advisable to arrange with the bank to prepare the payroll. Where this is not possible the preparation and the payoff should be by two different persons. Current cash receipts should never be used.

Rates of pay, time worked, and the actual calculations of the payroll should be reviewed independently at unexpected intervals. A normal swelling of labor costs, sudden increases in the numbers of employees, gradual rise in the average hourly rates—these might serve as a tip-off that an investigation is overdue. Weekly time cards are dated with an indelible stamp to prevent possible reuse.

All the possible precautions noted above, and a host of others that management counselors may suggest, will serve to make the task of the dishonest employee more difficult. Even then, however, human nature may prove fallible. It is for this reason that your insurance company exists. You cannot afford to neglect such help.

#### RETAIL BAKERY SALES HOLD DURING APRIL



**WASHINGTON**—Sales of bakery products in retail establishments did not change from March figures during April, according to the U. S. Department of Commerce. Sales were 5% above those for the same month in 1952. For the first four months of 1953, sales were 7% higher than for the same period of 1952.

# In the . . . Industry Spotlight . . . by Bill Lingren

## A Bigger Job for Bakers

The Bakers of America Program has been re-organized and is moving into a new phase in which the responsibility for its effectiveness is more than ever in the hands of the individual bakers.



Bill Lingren

Under the guidance of E. E. Kelley, Jr., president of the American Bakers Assn., there has been a shift in operations of the program whereby heavy advertising expenditures have been eliminated and a broadened public relations and promotional activity is in the making.

The cost of this new-type program will be less to the industry in money; as a matter of fact, the subscription rate has been cut in half and the fund-raising campaign for future years is now under way.

The effort of individual bakers in support of the program, however, must not be cut in half. Indeed, if this new phase of the program is going to be effective at all it will mean that the promotional and advertising efforts of the individual bakery subscribers must be doubled.

The public relations staff of the program has been expanded and preliminary plans are under way for the organization of a field staff of home economists to work under the direction of the American Institute of Baking consumer service department. The work of these groups will be effective only if they receive the cooperation of bakers throughout the country and their work will be most effective if individual baking concerns tie in with the promotional activities in their local markets.

The success of the baking industry's promotional program is now more than ever up to the individual baking firms. No baker can pay his subscription money and "let George do it."

And that is the way it should be. No one knows the baking industry story and baking industry problems better than the bakers themselves. No one stands to gain more from the success of an industry-wide promotional program.

## Have You Heard the One About . . .

A joke's a joke, and the last to deny it are those who work around publication offices and get used to the grim stuff that is passed off as "humor." Just the same, we've almost reached the breaking point with those who trot out that old bromide about "making dough" in yarns about the

baking industry.

This whole business is so disturbing that we are contemplating the start of an organization which we could call the Society for the Prevention of Printing Any More Alleged Jokes of the Making-dough-type About the Baking Industry. For short, of course, it would be the SPPAMAJMDTABI.

Before the organization gets going, however, have you heard what the little donut said to the big layer cake: "If I had your dough, I wouldn't be hanging around this hole."

## Anniversary Book Published by CBA

The Connecticut Bakers Assn. has published an "Anniversary Manual," the first historical research project ever undertaken by the association and one of the very few in the history of the entire baking industry. The manual is an interesting and useful source of reference for facts on the baking industry in Connecticut. In addition to listing the current association leaders and the members of the association, the manual details the history of the association and presents a picture story of Connecticut bakers' organizations. It is a good job of which Charles Barr, CBA secretary, and the other association leaders should be proud.

## Backbone of a Bakers' Association

The baking industry owes much to its strong and active national, regional and local associations. But often association members forget that in order to be of service and benefit to the industry as a whole, a bakers' association must have a "strong backbone."

Edward R. Johnson, secretary of the West Virginia Bakers Assn., Charleston, W. Va., makes a very good point of this in a recent bulletin to his association's members. It is presented here for the benefit of members of bakers' associations everywhere:

"A state baker's association neither justifies its existence nor can really perform useful service to the industry unless it is wholly supported financially by the operating bakers in the state.

"While an intelligent association secretary is an asset, he and his association depend solely on the wisdom and business conduct of member bakers. It takes several years to build a good bakers association but it can be destroyed quickly, effectively and finally when any large baker decides to 'jump the traces' and start chasing the rainbow in some of the fantastic 'sales promotions' that other bakers feel they must emulate.

"Certainly a bakers' association has no prerogatives, either legal or moral, to set itself up as a 'policing' organization. However, it must have

complete freedom to speak up critically and constructively about bad practices, locally and nationally, even though it may tramp on the toes of its own members. Without that privilege, an association does not justify its existence.

"The real worth and advantages of a bakers' association are not necessarily measured by how much legislative, labor, legal or marketing information it can give to its members. The real value of an association is that it offers an atmosphere of trust where bakers may meet on common ground as competitors and discuss their problems in an aura of normal business friendship.

"The lifeblood of the bakery industry, as every baker knows, is bread, and good bread is the backbone of a bakery association. It is exceedingly rare to see a baker who has a known reputation for baking uniform quality bread to initiate a 'premium' campaign, for it is not necessary.

"We're not going to stop the decline in bread consumption by making greater efforts in the field of merchandising—it's got to be done at the oven through quality, quality, quality. We can fool ourselves but we can't fool the consumers. Successful bakers know this, while others initiate the prevalent bad practices in the field of selling.

"It is a stern fact but you can measure the stature of a state bakery association by the status quo of a clean, sensible market.

"And isn't it strange how you come right back to the key to a healthful industry, the real solution to our industry, and the backbone of an association—really good bread, with a constant emphasis on quality, quality, quality?

"You can put a tramp in 'coat-and-tails' but you still have a tramp."

## "Young Executives" to Study Sales

We have commented before in this column on the fast-growing interest in the "Young Executives" organization of the American Bakers Assn. Richard O. Worland, Dietzen's Bakeries, Inc., Kokomo, Ind., chairman of the Young Executives committee, reports that plans are under way for the next general meeting of the group to be held in conjunction with the ABA convention in Chicago next October. A major portion of the 1953 meeting will be devoted to the examination of the sales picture at that time.

This Young Executives group of the ABA is new but is growing quickly. It is dedicated to the proposition that all young executives who plan to devote their lives to the baking industry occasionally should stand away from their regular jobs and view the overall picture and national trends. Top management can well afford to give this group enthusiastic backing.

## Allied Interest in "Man-of-the-Year" Awards Growing

NEW YORK—The recently inaugurated practice of making "Man-of-the-Year" awards to outstandingly active members of affiliate divisions of the national Allied Trades of the Baking Industry is seen as an "excellent method of rewarding deserving individuals for meritorious service while stimulating increased allied activity at both the local and national levels," according to the group's national headquarters here.

Although the plan and inspiration for the Man-of-the-Year awards came from the national ATBI, the actual selection and presentations are handled entirely by the several local ATBI affiliate divisions.

Awards are based on the winner's record of active, willing and resultful "service" in his local ATBI division, and the wording on the official Man-of-the-Year certificate reads: "For his never-failing cooperation with either his local division or the national organization of the Allied Trades of the Baking Industry in any service contributing to the progress of both local and national bakery associations and the baking industry as a whole."

Presentation of the certificate and an ATBI lapel pin is made to the winner at a local bakery convention or ATBI division meeting and is publicized in local newspapers and the bakery trade magazines. Winners are usually selected by a special committee of the local division and the plan suggests that no individual be named Man-of-the-Year more than once.

Two Man-of-the-Year presentations have already been made for 1952, with C. H. Bollinger, Kansas Flour Mills, Reading, Pa., receiving the award of the Pennsylvania division of the ATBI, and with J. Miles Decker, James M. Decker Co., Inc., Baltimore, Md., receiving the award of the Potomac States Division.

Allied tradesmen in both the national organization and division affiliates report that the Man-of-the-Year plan has already resulted in a healthy awareness by all members that some individuals in each division are doing more than their share of the valuable and necessary work required to justify the ATBI's existence as a "service" organization, the group reports. Thus, the award plan is increasing membership participation in ATBI activities as well as increasing the activities themselves.

Any local allied group wishing to inaugurate a Man-of-the-Year award plan can easily do so by affiliating with the national Allied Trades of the Baking Industry. Inquiries should be addressed to Claude A. Bascombe, secretary, Allied Trades of the Baking Industry, 595 Madison Ave., New York 22, N. Y.

## WILLIAM K. HARRISON GETS NEW OMAR POST

OMAHA—William K. Harrison has been named district manager for the Jacob Laub Baking Co., recently purchased by Omar, Inc., in Cleveland, Ohio. Mr. Harrison has been district manager for Omar at Milwaukee for five years.

He will be succeeded at Milwaukee June 1 by Robert H. Hoffman of Omaha. Announcement of the promotions was made here recently by Omar president W. J. Coad, Jr.

Omar vice president Clarence Christoffel, who has headed the Jacob

—BREAD IS THE STAFF OF LIFE—



Laub bakery business since the 65-year-old Cleveland company was purchased by Omar last February, will continue as Cleveland general manager for Omar. Mr. Coad announced the promotion as a move to prepare the staff for expansion at Cleveland and throughout the company.

Mr. Harrison came to Milwaukee as district manager for Omar in 1948. He started with Omar as a route

salesman at Columbus, Ohio, in March 1928. He rose to sales supervisor at Columbus in 1931 and served as a branch manager for Omar at Zanesville, Ohio, from 1936 until 1938 when he was promoted to assistant sales manager and transferred to Milwaukee for the first time. In 1940 Mr. Harrison was transferred to Omaha as sales manager and in 1944 he was promoted to head operations

in the Omaha district.

Mr. Hoffman joined Omar 10 years after Mr. Harrison. He has worked in Indianapolis, Columbus and Omaha districts. Starting in 1936 as a junior salesman at Indianapolis, Mr. Hoffman was named a supervisor at Indianapolis in May of 1940. He also worked in that capacity at Muncie, Ind., in 1941 and later at Kokomo, and was selected as personnel direc-

tor for Omar's Indianapolis district in July, 1943. He was named industrial relations director for the entire company in 1947 and transferred to Omar's general offices in Omaha at that time. Mr. Hoffman became assistant manager at Columbus in February 1949 during the height of Omar's expansion and modernization of the bakery there. He was promoted to district manager at Omaha in 1950.

## BAKING HELPS

from The American Baker's  
Reader Service Department

### Baking Publications:

#### SCIENCE AND PRACTICES OF BREADS AND ROLLS MANUFACTURE

By John C. Summers

Mr. Summers is manager of the Oklahoma School of Baking, formerly with the Baking School of Dunwoody Industrial Institute. A splendid guide to practical bakers.....\$3.75

#### BAKERY MATERIALS AND METHODS

By Albert R. Daniel

500 pages of sound information covering bread and cake production.....\$5.00

#### BASIC SCIENCE FOR BAKERY STUDENTS

By P. S. Jewell, H. Mulholland and S. F. Everiss

A new book, in which is explained the principles of chemistry, physics and biology upon which the practical operations of the bakery trade are based. Theory and practice combined, with experiments suggested for student to check up on the theory. An appendix for teachers, explaining use of the instruments and making of necessary solutions. ....\$4.00

#### THE BAKERY TRADE AS A CAREER

By Albert R. Daniel

For students and bakers who wish to become master craftsmen. A. R. Daniel has written many accepted books for the baking industry.....\$2.00

#### VIENNA BREAD—and Continental Breads de luxe

By Victor F. A. Richter

Full details and clear instructions for the making of all kinds of Vienna, French and Continental Fancy Breads, Rolls, Fermented Pastries and Specialties De Luxe. Fully Illustrated art paper, cloth bound.....\$4.50

#### SWISS BAKERY AND CONFECTIONERY

By Walter Bachman

The English translation of a Swiss book of formulas for making all kinds of "Continental" cakes and pastries. Covers every stage from raw materials to the finished article.....\$9.00

#### PASTRIES (Revised 2d edition)

By "Nirvana"

Promises to be even more popular than the first edition. Chapters on raised pies and Cornish pastries; miscellaneous recipes for flapjacks, butter crunch, othellos, oven pancakes, etc. Fully illustrated, on art paper, and stoutly bound in leather cloth. Valuable reference book for confectioners and pastry cooks.....\$5.00

#### MANNA (Revised 2d edition)

By Walter T. Banfield

Over 500 pages. A comprehensive treatise on bread manufacture. Includes all classes of bread, including dietetic and fancy breads. Deals with processes in use, also gives details of specific faults in bread and causes.....\$6.50

#### EXHIBITION GOODS

By L. O. Smith

Bakers hoping to gain publicity and increased trade by entering cake exhibitions will benefit by this work which tells how to produce the baked goods judges are looking for.....\$7.00

#### PIE MARCHES ON

By Monroe Boston Strause

Step-by-step details in producing pies of the very highest quality are included in this 328-page book. Formulas for 82 different pies are included, with several variations of some.....\$5.00

#### COMMERCIAL CAKE DECORATION

By "Nirvana"

Practical and most of the designs can be reproduced very quickly. A great assistance to the worker in sugar. 3d edition, with new ideas and designs.....\$2.50

#### UP-TO-DATE CONFECTIONERY

By Albert R. Daniel

Revised 2d Edition. Fully illustrated with over 100 art plates. Very wide in scope.....\$8.00

#### HERE ARE THE ANSWERS

By Albert R. Daniel

Practical answers to everyday bakeshop questions. Third edition of this popular reference book for students. Revised in light of useful research work done.....\$1.00

#### MORE REASONS WHY

By Albert R. Daniel

Practical answers to everyday bakeshop questions. Second revised edition.....\$1.00

#### SELLING SENSE FOR THE ROUTE SALESMAN

By Fred DeArmond

A new publication written especially for the route salesman and managers interested in this method of distribution.....\$3.50

#### DUTIES OF A BREAD SALES SUPERVISOR

By E. J. Sperry

A valuable textbook for bread sales supervisors, managers and owners. Sections on interviewing prospective salesmen, record keeping, advertising.....Initial copies \$20.00; additional copies \$4.41

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# Crusts & Crumbs

FROM THE EDITORIAL SLICER

By Carroll K. Michener

## How Big Can We Be?

**K**NOW what a demographer is? That's the fellow who specializes in predicting population trends. He sits back with his pencil and slide rule and tries to figure out how many people will be in a given place at a certain year.

During the past few years, demographers have been having their troubles. Seems that back in the thirties their slide rules got stuck. They were figuring that the U.S. would achieve its full population growth by 1960—a peak of about 157 million—and then our population would level off and remain pretty much the same for years and years.

Now we're just finding out how wrong the demographers were. Our population figure passed the 157-million estimate last July, according to the Chamber of Commerce of the U.S., and there seems to be no limit to how big we can grow.

Even the most conservative experts say that by the year 2000 there will be 200 million people in this country. Others place the figure as high as 300 million.

As our population expands it will be up to business in this country to provide more and more products and more and more jobs. By 1957, for example, the Department of Agriculture says we'll need 20% more of everything—including bread and butter. So—the Chamber of Commerce of the U.S. is preparing to launch a broad new program which will reach out into the communities to mobilize and stimulate the productive energies of the nation.

—BREAD IS THE STAFF OF LIFE—

## 25 Years Ago

Robert T. Beatty, bakery editor of The Northwestern Miller, found un-sound competition in the retail baking trade resulting from bad habits attributable to unwise and too elastic credit extended by mills.

Schulze Baking Co., Kansas City, Mo., authorized the expenditure of \$600,000 for expansion of buildings and equipment.

Louis D. Gottschick became president of H. D. Lee Flour Mills Co., Salina, Kansas.

Charles E. Valier, president of the Valier & Spies Milling Corp., St. Louis, went into retirement after 25 years of service with the company.

The National Food Bureau, organized by Kansas millers to combat anti-white bread propaganda, put H. T. Corson in charge of its campaigning. This work was to pioneer the field later occupied by the Wheat Flour Institute and the Long Range Program of the Millers National Federation.

Dr. Morris Fishbein, editor of the Journal of the American Medical Assn., somewhat prematurely predicted "the decline of the reducing craze" which had been directed for many years at starchy foods, chief among them bread.

A process for imparting vitamin D to food products, discovered by

Prof. Harry Steenbock of the University of Wisconsin, was licensed to the Quaker Oats Co. for its exclusive use in the manufacture of its products. The proceeds were to be used by the Wisconsin Alumni Research Foundation in further vitamin studies.

Demonstrators of aluminum kitchen ware were conducting cooking schools in which it was their practice to take the center out of a slice or loaf of bread and work it in their hands until it became a soft mass, after which they would throw it on the floor to illustrate what a dull thud there would be when it was taken into the human stomach.

—BREAD IS THE STAFF OF LIFE—

*Leavened bread has been known in India for 4,000 years, probably because of the ease with which ferments can be obtained from the toddy palm. The palm tapper, who climbs to the top of the tree to extract the ferment, is obliged by custom to chant loudly, in order that women in purdah on the flat rooftops may take warning and cover their faces.*

—BREAD IS THE STAFF OF LIFE—



Our generation was brought up on the wrong side of the tax.—Jack E. Leonard.

The best place to find a helping hand is at the end of your own arm.—Elmer Leterman.

"If you owe \$50, you're a piker; if you owe \$50,000, you're a businessman; if you owe \$50,000,000, you're a tycoon; and if you owe \$50,000,000,000, you're a government."—Evening News, Kellogg, Idaho.

History celebrates the battlefields whereon we meet our death, but scorns to speak of the plowed fields whereby we thrive; it knows the names of the King's bastards, but cannot tell us the origin of wheat. That is the way of human folly.—J. Henri Fabre.

"The average man that I encounter all over the country regards government as a sort of great milk cow, with its head in the clouds eating air, and growing a full teat for everybody on earth."—Clarence E. Manion, dean, college of law, University of Notre Dame.

"We must not let our rulers load us with perpetual debt. We must make our election between economy and liberty or profusion and servitude. If we run into such debts, we must be taxed in our meat and our drink, in our necessities and our comforts, in our labors and our amusements." — Thomas Jefferson (1816).

**\* \* \* RATIONING PSYCHOLOGY**—Less tea is drunk by Britons now that they can get all they want. Since rationing of the leaf was ended Oct. 5, per capita consumption has fallen from the 3 oz. weekly permitted under rationing to less than 2 3/4 oz. now. The London director of a tea-growing firm with plantations in South India and Ceylon explains the phenomenon this way: "The public feels a psychological urge to buy up a full ration whether it's wanted or not. Now that tea isn't rationed the public is buying only as much as it really wants."—Wall Street Journal.

—BREAD IS THE STAFF OF LIFE—

Einkorn, the parent wheat, gives a low yield by comparison with many of the later hybrids, and its grains are dark and somewhat bitter, in need of leaching; but it can grow on relatively poor soils, as in hilly regions and on arid forest-cleared lands. It was cultivated in the upper region between the Tigris and the Euphrates and on into north Syria, in the area covered by the Tell Halaf culture, and also in central Asia Minor, and possibly somewhat later (about 3000 B.C.) at Troy on the Hellespont.—"Flour for Man's Bread: A History of Milling," University of Minnesota Press.

—BREAD IS THE STAFF OF LIFE—

A tiny new recording machine is being used to teach salesmen what customers actually think of goods offered for sale. At a recent automobile show 12 "samplers" made wire recordings of the visitors' praise and criticism in order to learn what prospective buyers like and dislike. Manufacturers of the device say it also may be used by detectives who want records of remarks made by suspects they are trailing. The machine consists of a "mike" worn in the coat lapel and a battery-powered wire recorder concealed in a shoulder holster.

—BREAD IS THE STAFF OF LIFE—

Ophelia's line in "Hamlet"—"They say that the owl was a baker's daughter"—derives from a similar legend, in which the baker's daughter was changed into a screech-owl because

—BREAD IS THE STAFF OF LIFE—

Quebec bakers in 1802 exported 32,000 cwt. of ship biscuits to Europe. These bakers may have been the first Canadian grain traders.

—BREAD IS THE STAFF OF LIFE—

## CONTINENTAL DIVIDEND

**NEW YORK**—The board of directors of Continental Baking Co. has declared a quarterly dividend of \$1.37 1/2 a share on the outstanding \$5.50 dividend preferred stock, payable July 1, to holders of record of such stock at the close of business June 12. A regular quarterly dividend, for the second quarter of the year 1953, of 40¢ a share on the outstanding common stock, payable July 1, to holders of record of such stock at the close of business June 12, has also been declared.

## PITTSBURGH PRODUCTION CLUB HEARS KARL BAUR

**PITTSBURGH**—The Greater Pittsburgh Production Mens Club met at the Hotel Roosevelt for its regular dinner meeting, with James Azarra, Rhea Bakery, president, presiding.

Karl Baur, vice president, Liberty Baking Co., and past president of the American Bakers Assn., was introduced as the speaker on "Public Relations," by William Baker, Standard Brands, Inc., program chairman.

Mr. Baur stressed the value of bakers taking an active part in community civic activities.

"Don't keep your nose to the grindstone. Get out and see that your doctor has pamphlets on the nutritional value of baked goods and the fact they do not fatten folks. Also, emphasize that bread and all baked goods have increased less in price than any other foods," Mr. Baur said.

The club will have its annual stag summer picnic at the country estate of Wendell Fleckenstein, Potomac Bakery, Dormont, on July 28, with S. D. McKinley, Hardesty & Stine-man, as chairman.

The Ladies Auxiliary had its dinner meeting the same evening. Mrs. Amelia Hartner, Jenny Lee Bake Shops, McKees Rocks, president of the auxiliary welcomed the members.

The auxiliary decided to hold its annual picnic at Summit Hotel, Uniontown, with Mrs. Vilma Gysegem, Quality Bake Shops, Charleroi, as chairman. In October an orphan's benefit will be held with Mrs. Alma Mandl, Mandl Bakery, as chairman.

Mrs. Sue Giltenboth, Stover & Andrews, and Mrs. Irene Flanigan, J. R. Lloyd Co., were hostesses at the meeting.



**HUGE CAKE**—There was plenty of wedding cake to go around when Mr. and Mrs. Herbert C. Fingerhut were married in Cleveland recently. The seven foot cake was made by the groom in two weeks. Assembly time took two days. Mr. Fingerhut, a third generation baker, is the son of Mr. and Mrs. Charles Fingerhut, operators of the Fingerhut & Son Bake Shop, Cicero, Ill. The groom, presently a baking instructor in the Army, will rejoin his parents in the bakery following his discharge in September. Herbert's grandparents began in the baking business in Chicago in 1903.

## CONVENTION CALENDAR

July 26-28—The West Virginia Bakers Association; Greenbrier Hotel, White Sulphur Springs, W. Va.; Sec., Edward R. Johnson, 611 Pennsylvania Avenue, Charleston, W. Va.

Sept. 13-15—Southern Bakers Retail and Wholesale Production Conference, Biltmore Hotel, Atlanta, Ga.; sec., E. P. Cline, 703 Henry Grady Bldg., Atlanta 3, Ga.

Oct. 2-3—Virginia Bakers Council fall meeting, Natural Bridge Hotel, Natural Bridge, Va.; Sec., Harold K. Wilder, 804 Life Insurance Co. of Va., Bldg., Richmond 19, Va.

Oct. 4-5—North Central Jersey Association of Bakery Owners, the Berkeley Carteret Hotel, Asbury Park, N.J. Sec., Michael Herzog, 48 Clermont Ave., New Brunswick, N.J.

Oct. 5-6—Allied Trades of the Baking Industry of Northern California Bakers' Institute, Sir Francis Drake Hotel, San Francisco; sec., E. B. Glicker, Room 912, 260 California St., San Francisco 11, Cal.

Oct. 5-6—Nebraska Bakers Assn., Paxton Hotel, Omaha. Sec., Al Swanson, 2708 Martin Ave., Omaha 12, Neb.

Oct. 24-28—American Bakers Assn., Hotel Sherman, Chicago; Sec., Harold F. Fiedler, 20 N. Wacker Drive, Chicago 6, Ill.

Nov. 2—Connecticut Bakers Assn., Hotel Elton, Waterbury, Conn.; sec., Charles Barr, 584 Campbell Ave., West Haven 16, Conn.

Nov. 15-17—New England Bakers Assn.; Hotel Statler, Boston; sec., Robert E. Sullivan, 51 Exeter St., Boston 16, Mass.

1954

Jan. 23-25—Pennsylvania Bakers Assn., Abraham Lincoln Hotel, Reading, Pa. Sec., Theo. Staab, 5700 E. Broad St., Philadelphia, Pa.

March 14-17—Associated Retail Bakers of America, Netherland Plaza Hotel, Cincinnati, Ohio; sec., Trudy Schurr, 735 W. Sheridan Road, Chicago.

May 23-27—American Association of Cereal Chemists, Hotel Cosmopolitan, Denver, Colo.; sec., C. L. Brooke, Merck & Co., Inc., Rahway, N.J.

BREAD IS THE STAFF OF LIFE

### EKCO PRODUCTS EXPANDS WITH 4 PLANT ADDITIONS

CHICAGO—Ekco Products Co. is expanding production capacity with four plant additions in four separate areas, it was announced here recently. These will bring total plant space of the manufacturer of housewares and commercial baking pans to more than 2,250,000 sq. ft.

The plant expansion program involves substantial additions to Ekco's plants at Whittier, Cal., and Toronto, Ont., and new plants in Fairlawn, N.J., and Baltimore, Md.

At Whittier a 25,000 sq. ft. plant addition is being constructed to provide for expanding defense production and additional warehouse space needed to serve the growing volume of civilian goods sales on the West Coast.

Another 25,000 sq. ft. addition is being built at the firm's Toronto, Ont., plant. It will be used for warehousing and small goods manufactur-

ing and to bring to commercial and institutional bakers in that area the Glazon and Bake-Prep pan conditioning services offered by Ekco's subsidiary, National Glaco Chemical Co.

A new building of approximately 20,000 sq. ft. being built at Fairlawn, N.J., will house the Glaco services for commercial bakers of the New York metropolitan area now located at Fairview, N.J., and will also be used for production of Ekco foilware for baking, freezing and serving foods.

Pan conditioning for commercial and institutional bakers in the Washington, D.C.-Baltimore area, now being carried on at Ekco's recently ac-

quired Washington plant, will be moved to a more modern and efficient plant leased by the firm in Baltimore.

The firm operates 23 plants, of which three are in Canada, four in England and 16 in the U.S.

BREAD IS THE STAFF OF LIFE

### DR. NORMAN JOLLIFFE FILLS AIB VACANCY

CHICAGO — The American Institute of Baking has announced that Dr. Norman Jolliffe has been appointed to the institute's scientific advisory committee. A vacancy on the committee was caused by the recent death of Dr. Louis W. Haas.

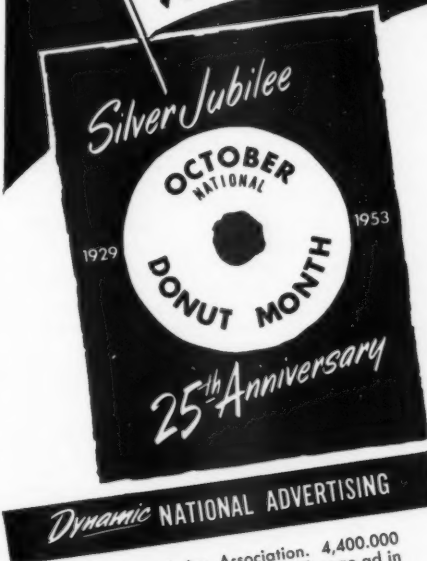
Dr. Jolliffe, a nationally recognized authority on nutrition, was active in launching the wartime bread enrichment program, and has been a featured speaker at many industry association meetings.

As a member of the scientific advisory committee, he will participate in the committee's activities in the fields of institute research and institute policy in scientific areas.

Dr. Jolliffe is associate clinical professor of clinical medicine at New York University, a lecturer in the college of physicians and surgeons at Columbia University, and director of the bureau of nutrition of the New York City Health Department.

# GREATEST DONUT CAMPAIGN in HISTORY!

## PLAN NOW to Join in ...



by American Dairy Association. 4,400,000 families will see this full-color, full page ad in October issue of McCall's Magazine.



For the past 24 years, Donut Month, organized and directed by DCA has spearheaded the annual increase in donut sales for the bakery industry. Now, on this Silver Jubilee, the most powerful drive in history is being launched to give your donut sales another, big boost.

The dairy and bakery industries again join hands to promote the delicious, nutritious team, Donuts and Milk.

Big things ahead. Dynamic, full colored National Magazine advertising . . . Big name television—great stars—powerful publicity in newspapers, magazines, newsreels, on TV, radio.

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To get your boost in donut sales, mail in the coupon now, and complete details will be sent you promptly.



### Powerful PUBLICITY SUPPORT!

combining joint publicity efforts of Doughnut Corporation of America, American Dairy Association and American Bakers Association . . . to bring the Donut & Milk story to every home at least 5 times . . . in newspapers, on TV, radio and magazines.



Plan NOW

MAIL BACK COUPON TODAY!

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393 Seventh Avenue, New York 1, N. Y.

Gentlemen: AB-1  
Please send me full information on how I can profitably tie in with DCA's Big Fall Donut Drive.

Name of Individual . . . . .

Name of Company . . . . .

Street . . . . .

City . . . . . Zone . . . . . State . . . . .

DOUGHNUT CORPORATION of AMERICA  
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**NEW OFFICERS**—The Chicago Bakery Production Club installed its new officers at the regular monthly meeting of the organization at the Civic Opera Bldg. the evening of June 10. Pictured are, left to right: Raymond F. Maloney, Ekco Products Co., secretary; Julius Prep, Airport Restaurant, Marshall Field & Co., president; Arthur H. Gardner, Standard Brands, Inc., program chairman; and Martin Cech, Eitel Restaurant, retiring president.

Mr. Cech is turning his gavel over to Mr. Prep. A handsome two-suiter was the reward for each of two faithful and loyal ex-officers of the bakery production club who have served since its inception June 11, 1947. Shown with their gifts are, left to right, M. J. Thomas, Swift & Co., Chicago; and W. R. Mattson, Bergy Materials, Inc. They served as secretary and program chairman, respectively, of the club.

## NEW PRODUCTION CLUB ORGANIZED IN MINNESOTA

**MINNEAPOLIS** — The organizational meeting for the Northwestern Production Mens Club was held at the Hasty Tasty Cafe here June 17. Of the 53 present, over 80% were bakers. An organizational committee made up of bakers throughout the state and representatives of the Minnesota Allied Trades of the Baking Industry, which had been instrumental in assisting bakers in the organization of the production club, was present.

Ralph E. Gaylord, General Mills, Inc., Minneapolis, who had spent considerable time with the organization of the club, acted as master of ceremonies. A constitution and by-laws were discussed and adopted which would limit membership to bakers, bakery technicians, bakery equipment engineers and other allied trades actively engaged in selling or servicing products used in the production of baked foods.

H. W. Wortman, vice president and production superintendent of the Zinsmaster Baking Co., Minneapolis, was elected president of the organization. Ray Wuollet, Wuollet's Bakery, Minneapolis, was elected vice

president, Rudolf Harder of the Dunwoody Baking School was elected secretary-treasurer and E. W. Scharf, General Mills, Inc., Minneapolis, named program chairman.

In addition to the above-named officers the executive committee was set up to include the last retired president, one baker member and one allied member to be appointed by the president. As his first act as head of the newly organized club, Mr. Wortman appointed Mr. Gaylord and Bert Jassoy, Regan Brothers Co., Minneapolis, as executive committee members.

A vote of thanks to the organizational committee and Mr. Gaylord was unanimously approved by the bakers attending this initial meeting, who indicated their desire to become charter members of the organization whose membership is expected to reach 100 in the near future.

The first meeting of the new group will be held next fall.

## NOLDE BROS., RICHMOND, ELECTS NEW OFFICERS

**RICHMOND, VA.** — Henry A. Nolde has been named president of Nolde Bros., Inc., Richmond, Va., succeeding H. William Nolde, who becomes chairman of the board.

"August H. Nolde, formerly vice president, secretary and treasurer, was named vice chairman of the board. George F. Nolde was elected executive vice president and treasurer of the company, and five other new officers and three directors were named in a complete reorganization move.

H. William, 81, and August H., 75, are the two surviving members of the four-brother team which began operating the bakery founded in 1892.

Today the firm grosses more than \$6 million a year, operating plants in Richmond, Norfolk and a new \$1,250,000 establishment in Petersburg.

Other new officers are J. Arthur Nolde, manager of the Petersburg plant, vice president; Frederick W. Nolde, vice president; A. R. Bowles, Jr., secretary and general counsel; F. Rudolph Nolde, assistant treasurer, and Carl W. Nolde, assistant secretary.

New board members are Mr.

Bowles, an attorney; Carlisle B. Davis, vice president of State Planters Bank & Trust Co., and James E. Galleher, president of Galleher & Co., Inc.

## CHICAGO PRODUCTION MEN ELECT JULIUS PREP

**CHICAGO** — New officers of the Chicago Bakery Production Club were installed at the regular monthly dinner meeting of the organization at the Civic Opera Bldg. here June 10.

The officers are: Julius Prep, Airport Restaurant, Marshall Field & Co., president; Joseph Cryns, Chicago Quartermaster Food & Container Institute, vice president; Arthur H. Gardner, Standard Brands, Inc., program chairman; Raymond F. Maloney, Ekco Products Co., secretary; and Henry Solle, American Bakeries Co., treasurer.

More than 50 members and guests attended the meeting, and heard William Roth, bread production manager, American Bakeries Co., Chicago, tell about the operation and maintenance of ovens in bread production. Mr. Roth remarked on the steady improvement in oven efficiency over the last several years, and said that far fewer BTU's are needed to bake a loaf now than earlier. He observed, also, the improvements made in crust color. He recommended direct heat, gas-fired ovens for greater production flexibility.

## ALBERT EVANS TO HEAD WESTERN ALLIED GROUP

**LOS ANGELES**—Officers for the 1953-54 term were elected at the last meeting of the Allied Trades of the Baking Industry of Southern California prior to the summer recess. Those elected were Albert Evans, M. E. Bear Co., president; Ernie Hoelzle, Standard Brands, Inc., first vice president; Robert Bridges, Lyons-Magnus Co., second vice president, and Philip Seitz, secretary-treasurer.

Directors chosen included James Dougherty, Sugar Products Co., and outgoing president; Robert Brainerd, Moorhead & Co.; Art Pion, Swift & Co.; Joe Brodell, General Mills, Inc., and Lou Richards, Peerless Yeast Co.

## SBA Production Meeting to Draw Industry Leaders

**ATLANTA**—Plans for the Southern Bakers Assn. retail and wholesale production conference which is being held at the Biltmore Hotel, Atlanta, Sept. 13-15, are nearing completion.

Sept. 13, has been dedicated to the retail baking industry of the Southeast, with a special registration fee for retailers of \$2.50. Retailers who are interested in the entire production conference are invited to register for the 3-day meeting at the regular registration fee of \$5.

The presidents of the national associations plan to attend the conference: Mr. E. E. Kelley, American Bakers Assn., William F. Thie, Associated Retail Bakers of America; and M. J. Swortfiguer, president of The American Society of Bakery Engineers. Presidents of the various state retail associations, including K. G. Patterson, president of Western Carolina Retail Bakers Assn., and general chairman of the retail division of SBA, and William Waldorf, president of the Georgia Retail Bakers Assn., who is one of the co-chairmen of the conference, will also attend.

The program, as in the past, will cover many segments of the industry—production packaging, management, and other essentials. It will bring together once again an assembly of top-flight industry executives from all over the United States.

One of the features of the program will be a tour of the new Colonial Stores Bakery.

The only entertainment feature of the conference will be the annual conference banquet, which will be held in the ballroom of the Biltmore Hotel on Sept. 14. Jim Stroupe, of James E. Stroupe Co., Atlanta, is the chairman for the banquet, and will announce a nationally-known speaker for this program soon.

Reservation forms, together with a copy of the program, are being mailed from the association office, 703 Grady Bldg., Atlanta. Reservation requests should be made directly to the SBA, according to E. P. Cline, secretary-treasurer of the association.

## WAGES, BREAD PRICES UP IN LOS ANGELES AREA

**LOS ANGELES**—The strike-averting settlement between Locals 31 and 37 of the AFL Bakers & Confectionery Workers and the Baking Industry Council was promptly reflected in the boost in retail bread price increases. The small loaf went up 1¢ to 19¢ a loaf and the large loaf went up 2¢ to 26¢ a loaf. Prices on all packaged rolls and specialty items went up, too.

Although prices on cakes and cookies did not advance, it was expected that they would be marked up in later increases.

Union members, whose employers supply about 80% of the bakery products from San Diego to Santa Barbara, at the eleventh hour accepted a \$5.50 weekly wage boost and improvement of the vacation clause to grant three weeks to those with more than 10 years of service. The employers, however, were successful in resisting the union demand for a 35-hour work week, which has been put into effect in the San Francisco Bay area.



H. W. Wortman

## Bakers Must Face Changes, Carolina Association Told

MYRTLE BEACH, S.C.—The realization that changes are inevitable and that means must be found to cope with them will assure a better baking industry, declared A. R. Fleischmann, vice president and general sales manager of Standard Brands, Inc., New York, main speaker at the Bakers Association of the Carolinas convention. The 24th annual sessions were held at the Ocean Forest Hotel here June 13-15.

### Election

Athos Rostan, Wandensian Bakery, Shelby, N.C., was elected president of the organization. Other new officers: W. H. Jennings, Charlotte (N.C.) Bread Co., vice president; Robert Jennings III, Palmetto Baking Co., Orangeburg, S.C., treasurer, and Mrs. Louise Skillman, Charlotte, reelected secretary.

The banquet speaker June 15 was Thurman Sensing, executive vice president of Southern States Industrial Council, Nashville, who packed many humorous anecdotes into his talk titled "The Pursuit of Happiness."

Dave Humphrey, Dairy Bakery, Raleigh, and Jim Curtis, Bessire & Co., Charlotte, were chairman and co-chairman, respectively, of a retailers' session June 14.

Other events of the convention were a special show of magic on the evening of June 13, the Carolina Showboat on the evening of June 14, a cocktail party sponsored by the allied trades and a smorgasbord.

Mr. Fleischmann, who spoke following the noon luncheon June 15, declared in his talk "Tomorrow's

Challenge Is Today's Job" that he is "optimistic about the future of the baking industry." He added, "If there is any basic commodity the public needs it is bread, which has rightly earned its title 'The Staff of Life'."

However, long range planning is necessary to enable the baking industry to progress, Mr. Fleischmann said. Everything—factors both good and bad—must be considered and the three factors that determine the success of any business are indicated by the three letters in the word "see": Sales minus expenses represent earnings on which net profit depends.

### Promote Profitable Factors

Sales, the speaker said, must be profitable, and all favorable influences for profit—freshness, eye appeal, taste appeal, nutrition and food economy appeal—must be promoted. The adverse influences, competition from a host of other types of foods and continued false denunciation of bread by the food faddists, must be combated.

It was pointed out that much can be done to help the American Bakers Assn. and the American Institute of Baking mould public opinion to an intelligent appreciation of the nutritive values of baked products, said Mr. Fleischmann. Helping promote bread is a job for all fronts—local, sectional and national—the speaker emphasized.

Stronger advertising, merchandising and selling; a maximum operating efficiency to control expenses, and using market analysis to help solve tomorrow's distribution problems were other suggestions voiced by the Standard Brands executive.

## NEBRASKA BAKERS ASSN. PLANS OCT. 5-6 MEETING

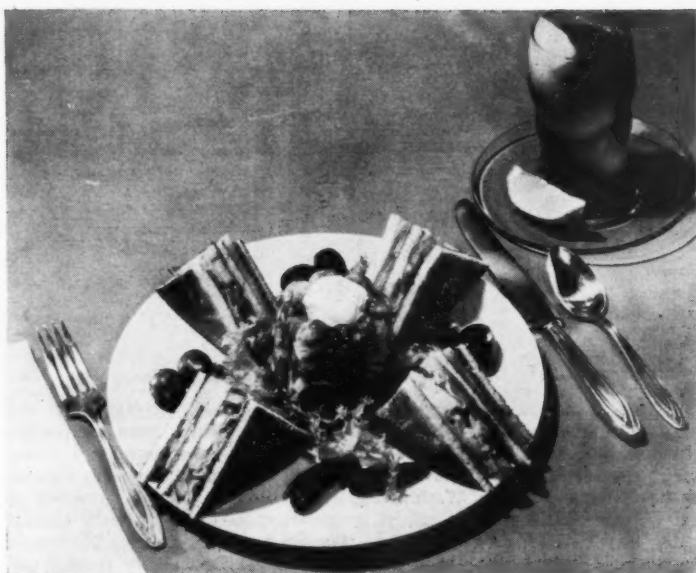
OMAHA — The Nebraska Bakers Assn. will conduct its annual convention and fall forum for retail and wholesale bakers at the Paxton Hotel, Omaha, Oct. 5-6, Ed Wendelin, Wendelin Baking Co., Lincoln, president of the association, has announced.

Among the outstanding speakers will be: E. E. Kelley, Jr., president of the American Bakers Assn.; William F. Thie, president of the Associated Retail Bakers of America; William Walmsley, principal emeritus, American Institute of Baking; William Marquardt, Marquardt's Bakery, Joplin, Mo., and C. A. MacDuffee, Dry Milk Institute.

Special emphasis will be placed on merchandising, packaging, sales promotion and public relations. Display space will be available on the mezzanine of the Paxton Hotel for allied firms.

Tentative plans call for a golf tournament on the afternoon of Oct. 5 with a reception and buffet lunch that evening, when golf prizes will be awarded. Oct. 6 will start off with a breakfast in the morning, and a combined session of both retail and wholesale groups.

The convention will adjourn following the banquet and entertainment on the evening of Oct. 6. Additional announcements will be made as plans are completed, by the association secretary, Al Swanson. Further information may be obtained from the office of the secretary at 2708 Martin Ave., Omaha 12, Neb.



**BREAD BOOSTER**—By providing restaurant recipes for both sandwiches and gelatin salads and tying this combination sandwich/salad plate in with National Sandwich Month in August, the Fleischmann Division of Standard Brands, Inc., is helping push summer bread sales. Pictured above is one of these attractive combination sandwich/salad plates suggested for restaurants. It has special appeal during hot summer days.

## BAKERS CLUB OF CHICAGO DRAWS TOP GOLF AWARD

CHICAGO—A record crowd—more than 350 members and guests—attended the spring outing of the Bakers Club of Chicago, held at the Elmhurst Country Club, June 16. Perfect golf weather and a fabulous list of prizes, worth over \$1,500, topped a day replete with good fellowship and enjoyment.

Three golfers out of more than 200 who played established themselves as leading contenders for the President's Cup, which is awarded each year to the holder of the lowest net score for both the spring and fall outings.

Top golfers at the latest outing were: George F. Lauritzen, Lauritzen & Co., Inc., with a low net under the Peoria system of 63; John D. Faulds, Jr., Faulds Oven & Equipment Co., with a 64; and Claude G. Hill, Continental Baking Co., president of the club, with a 65. Among the other



**BAKERS' OUTING**—Claude Hill, Continental Baking Co., Chicago, president of the Bakers Club of Chicago, is shown at the left above with George Burny, Burny Bros., Inc., Chicago, chairman of the entertainment committee for the golf tournament at Elmhurst Country Club June 16. (The caddy cart shown with them was later won by Walter Bespole, Elgin Milk Products Co.)

golfers to take prizes were C. D. Sanderson, Pillsbury Mills, Inc.; and George Burny, Burny Bros., Inc., who also was chairman of the entertainment committee.

In other competition, Floyd Owens, retired from International Milling Co., walked off with first prize in horseshoes, and R. J. Hicks, Rainbo Bread Co., Joliet, was high man at Do-O, the Bakers Club version of Keno.

Other gifts were awarded to the following: Joseph J. Donzelli, Mary Ann Baking Co., whose birthday fell on the day of the outing; Samuel A. Baker, Anheuser-Busch, Inc., Passaic, N. J., who came the greatest distance to attend the outing; L. J. Pelton, Consolidated Food Products Co., first non-participant prize; and L. E. Bowman, Eagle Roller Mill Co., who won the first door prize. In a special contest, Troy Dodd, American Bakeries Co., won a television set; and Walter Bespole, Elgin Milk Products Co., took home a caddy cart.

Other attractions included a buffet luncheon and a steak dinner in the evening. Mr. Burny was master of ceremonies at the program. Franklin J. Bergenthal, Bergy Materials, Inc., led the community singing, with Harold Snyder, Baking Industry magazine, at the piano. Entertainment was furnished by Roger Palm, director of the North Shore Musical Academy, Evanston, accordionist; Miss Gloria Gaddini, singer and contract stenographer for the Bakers Club; and Myles Nekolny, Nekolny's Bakery, baritone.

Mrs. Louise K. Buell, executive manager of the club, introduced the members of her staff, newly reorganized to give better service to members.

The next outing is scheduled for Aug. 18, at the Elmhurst Country Club.

### JOINS BJORKSTEN LABS.

CHICAGO—Clarence N. Ferguson has joined Bjorksten Research Laboratories, Inc. as a research chemist. He will be located at the Madison, Wis., laboratories, where he will do exploratory research on glass-filled plastic film with potential applications in the packaging industry.



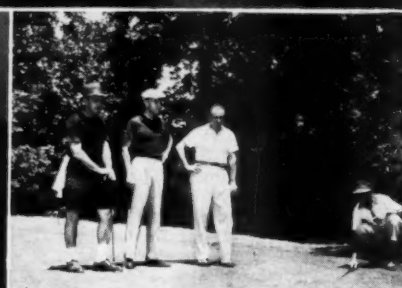
Edward Stermer

**NEW POSITION**—John A. Kluetsch, president of Chapman & Smith Co., Melrose Park, Ill., has announced the appointment of Edward Stermer as assistant sales manager in charge of all field operations. In this new position, Mr. Stermer will work with all company sales representatives to supplement their activities, and will assist Walter Rose, the company's sales manager. Mr. Stermer started with Chapman & Smith in 1940 and has since held various positions in the sales department. The father of five children, he is presently making his home in Elmhurst, Ill. He represented the firm in Minnesota and Indiana before moving to the home office.





**POTOMAC STATES BAKERS**—A general view of the festive board at the Beach Club luncheons, part of the Potomac States Bakers Assn. convention at the Cavalier Hotel, Virginia Beach, Va., is provided in the picture above, left. In the center picture above are: back row, Charles Thompson; Charles Schupp, Schupp's Bakery, Washington, and Claude O. Skelton, president of the Potomac States Bakers' group; middle row, Joseph M. Creed, general counsel of the American Bakers Assn., Washington; Mrs. Charles Thompson, Mrs. Charles Schupp and Lewis G. Graeves, Charles Schneider Baking Co., Washington; front row, Mrs. Creed and Mrs. Graeves. Right above: front row, Emmet Gary, secretary of the Potomac States association; John Taska, president of the Bakers Club of Baltimore, whose members also were gathered for the convention; Mrs. Edward V. Weston, chairman of ladies entertainment; Mr. Skelton, and Anton Hagel, Hagel's Bakery, Baltimore, treasurer of the association; back row, Charles Cowan, chairman of the entertainment and golf committee; James Stephanson, Stephanson's Bakery, Washington, association vice president; Ray Sullivan, publicity chairman; Pat McGinnis, allied representative to the association; Mr. Graeves, program chairman, and Mr. Schupp, who is an association director. Lower left: C. H.



Bollinger, Flour Mills of America, Reading, Pa.; Adolph Jahn, Federal Yeast Co., Baltimore, and Harold Muller-Thym, H. Muller-Thym Co., Perryville, Md. Lower right: Sam Silber, Silber's Bakery, Baltimore; Roger Bulkley, E. R. Durkee Famous Foods, Baltimore; J. Miles Decker, J. M. Decker Co., Baltimore; and Carl C. Hauswald, Jr., Hauswald Bakery, Baltimore.

## Potomac States Bakers Assn. Told of Trade Progress

VIRGINIA BEACH, VA.—The "new look" of the Bakers of America program and the concept of the new Republican administration's attitude toward business were stressed by Joseph M. Creed, general counsel of the American Bakers Assn., featured speaker at the summer convention held by the Potomac States Bakers Assn. and Bakers Club of Baltimore. Some 200 members of those groups, together with their families, attended the convention held at the Cavalier Hotel here June 22-24. They came from Maryland, Delaware, Virginia and West Virginia.

Mr. Creed said for the first time in many years, the viewpoint of business is recognized as having some value in the development of public policy. He warned, however, that furthering the new attitude is directly related to filling responsible government positions between the cabinet and career levels with people interested in this changed concept of government operations and programs.

Mr. Creed also discussed the "new look" of the Bakers of America Program to the assembled bakers. This is the public relations program that promotes the use of bakery products and increases the prestige of the baking industry.

E. E. Kelley, Jr., president of the American Bakers Association, has found widespread enthusiasm for the new program in his travels around the country, Mr. Creed reported.

### Entertainment

Ideal weather permitted a full program of entertainment features. Mrs. Edward V. Weston was chairman of the ladies' entertainment committee which planned the programs at the hotel. Mrs. P. Van Valkenburgh, Suffolk, Va.; Mrs. Russell Shaw, Baltimore; and Mrs. Glen M. Zirkle, Washington, won luncheon door prizes.

Cocktail parties were held on the evenings of June 22-23 with door prizes being won by Mrs. Henry Nolde, Richmond, Va.; Mrs. Merritt Foster, Richmond; and Mrs. William Ehorst, Baltimore.

Presiding at the June 23 breakfast-business session was Claude O. Skelton, Sta-Kleen Bakery, Inc., Lynchburg, Va. He presented Lewis Graeves, Charles Schneider Baking Co., Washington, who introduced Mr. Creed.

Winners of golf prizes were Carl C. Hauswald, Jr., Hauswald Bakery, Baltimore; Samuel Baker, Anheuser-Busch, Inc., New York; Sam L. Silber, Silber's Bakery, Baltimore; Roger C. Bulkley, Durkee Famous Foods, Inc., Baltimore; Charles J. Schupp, Schupp's Bakery, Washington; John Taska, Westgate Pastry Shoppe, Baltimore; John Hauswald, Hauswald Bakery, Baltimore; Harold Muller-Thym, H. Muller-Thym Co., Perryville, Md.; Maurice Murphy, Ekco Products, Chicago; Dr. Merritt Foster, Richmond; J. Miles Decker, J. M. Decker Co., Baltimore; Maurice D. Smith, Pollock Paper Co., Harrisburg; H. P. Mapes, Anheuser-Busch, Inc., New York; Herbert C. Johnson, American Machine and Foundry Co., Havertown, Pa.; and Harry T. Muller-Thym, H. Muller-Thym Co.

### Winter Convention

The annual banquet was served on the evening of June 23. Announcement was made by Mr. Skelton of the winter convention at the Lord Baltimore Hotel, Baltimore, in January, 1954.

Members of the convention committee were:

Program, Lewis G. Graeves; entertainment and golf, Charles Cowan; ladies entertainment, Mrs. Edward V. Weston; secretary, Emmet Gary; and publicity, Ray H. Sullivan.

## Westco Uses Radio to Sell for Retailers

LOS ANGELES—An innovation in the baking industry in this area was inaugurated recently by Westco Products, local manufacturer of bakers' supplies, and the John Poole Broadcasting Co. radio stations KBIG Catalina and KBIF Fresno: use of radio advertising to promote independent retail bakeries.

Richard A. Foster, director of sales for Westco, purchased 72 announcements, saturating the two areas by using both stations over a three-day period. Spots plugged one common specialty item, "Lemon Cream Dream Cake." In addition each announcement mentioned the name and address of cooperating retailers in Los Angeles, Long Beach, San Pedro, Bell Gardens and Fresno.

Westco retail customers cooperating in the promotion used window streamers and counter easels calling attention to the radio special. The advertised cakes were given prominent display, and sales personnel were briefed in enthusiastic word-of-mouth support and sampling of the featured item.

## C. J. PATTERSON CO. HOLDS PRODUCTION CONFERENCE

KANSAS CITY—The annual production conference of the C. J. Patterson Co. and its clients took place in the Town House, Kansas City, June 23-24.

The first day was given over to discussion of problems peculiar to the use of laboratory and production service. This included sampling procedure and bake shop control, laboratory control of flour, new products and a general discussion of problems that have arisen through the year in various parts of the country. The day ended with a dinner at which the guest speaker was H. Roe Bartle, nationally known civic and youth leader.

The second day of the meeting was started by Dr. Ralph Ogan, indus-

trial psychologist, speaking on how to get the most out of a consultant service. He was followed by a discussion of new baking processes led by C. J. Patterson and L. F. Marnett.

John Maas presented a large variety of sweet goods, and distributed recipes and production information to make it possible for others to benefit from his experience. A panel, monitored by Orvel Pettit, discussed factors affecting bread keeping quality. This was followed by a talk on "Preventive Maintenance from a Production Man's Viewpoint."

The meeting was brought to a close by C. J. Patterson, who briefly reviewed the two days' discussions. Mr. Patterson emphasized the importance of a service company and its clients getting together regularly for an informal meeting, working together toward more successful bakery operations and baking procedure.

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## TWO PROMOTED BY NATIONAL GLACO CO.

CHICAGO—The appointment of Morris Kaufman as chief engineer and Maxwell E. Petersen as production manager of National Glaco Chemical Co. has been announced by Jack Avon, president of the commercial baking pan processing firm.

National Glaco is a subsidiary of Ekco Products Co., producer of pans for commercial and institutional bakers. Glaco plants in seven cities provide Glazon pan glazing and Bake-Prep pan conditioning services to the bakery trade.

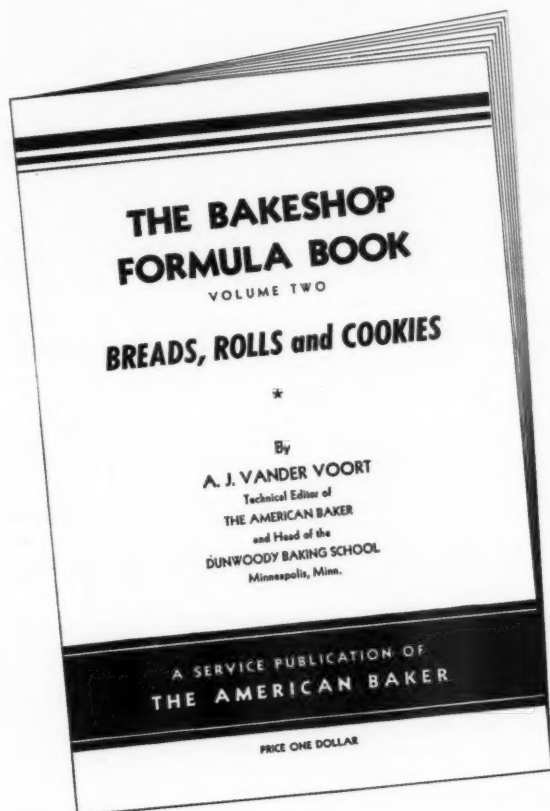
Both Mr. Kaufman and Mr. Petersen were promoted from within the Glaco organization and will make their headquarters in Chicago.

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## BISCUIT BUSINESS SEPARATED

CHICAGO—Bremner Brothers, Chicago, has made a financial separation of its biscuit business from other interests. Bremner Biscuit Co. has been formed to operate the biscuit and cracker business. Edward G. Bremner will serve as president of both companies.

# Announcing . . .



## The Bakeshop FORMULA BOOK

VOLUME 2

Breads, Rolls and Cookies

By

A. J. VANDER VOORT

Technical Editor of

THE AMERICAN BAKER

### Other Service Publications of THE AMERICAN BAKER:

#### THE BAKESHOP TROUBLE SHOOTER

By A. J. Vander Voort

One of the classic publications for the baker, prepared by an expert in his field, now in its third printing. An invaluable aid in solving production problems almost as rapidly as they occur. **\$1.00**

#### THE BAKESHOP FORMULA BOOK (Vol. 1) —CAKES AND PASTRIES

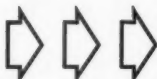
Another book by A. J. Vander Voort, and a handy source of up-to-date and practical formulas on the production of cakes and pastries with which the baker can increase sales and improve his product's quality. **\$1.00**

The second volume of The Bakeshop Formula Book is almost ready—BREADS, ROLLS and COOKIES—a companion volume to the highly successful Formula Book on Cakes and Pastries.

For several years bakers throughout the country have found that The Bakeshop Formula Book, a service publication of The American Baker, gathers into its pages the pick of tested, successful formulas sure to brighten up the showcase and cash register.

Be one of the first to go after new business with the best of A. J. Vander Voort's formulas on breads and cookies—Orders received now will be mailed in August. Single copy price, one dollar.

USE This Handy Coupon



The American Baker,  
118 S. 6th St.,  
Minneapolis 2, Minn.

☐ Bill me

☐ Payment is enclosed

Gentlemen: Please send.....copies of the Bakeshop Formula Book—Breads, Rolls and Cookies, at \$1 each.

Name .....

Firm .....

Address .....

City..... State.....





**PREVIEW**—Ronald Dellen is one Boy Scout for whom the Third National Boy Scout Jamboree will have special meaning. His father, Oral Dellen is a baker in the coffee cake department of Van de Kamp's Holland Dutch Bakeries, Inc., the bakery chosen to provide all the baked goods for the jamboree. Here Ronald gets an advance sampling of a butterfly sweet roll. Some 50,000 Boy Scouts will attend the jamboree near Santa Ana, Cal., July 17-23.

## 50,000 Boy Scouts to Eat Baked Goods at U.S. Jamboree

LOS ANGELES—What is believed to be the largest order ever given to a private baking firm is one awarded to Van de Kamp's Holland Dutch Bakeries, Inc. The customer placing this order is O. B. Evenson, chief of the commissary staff for the Third National Boy Scout Jamboree, to be held at Irvine Ranch near Santa Ana, Cal., July 17-23, and which will draw more than 50,000 scouts.

More than 90% of the encampment will be Scouts from 12 to 17 years of age. Nearly a million dollars will be spent on food. Van de Kamp's bakery products, Swift & Co. meats, Arden Farms milk and dairy products, and fresh fruits and vegetables from the Consolidated Co. will be served.

Nearly eight million pieces of paper goods will be used during the five-day assemblage. It is estimated that 1,651,160 meals will be served.

Cooking at the 3,000-acre ranch

will be done entirely by use of charcoal, for which purpose 283 tons will be available. Patrols of the leader and nine boys will do their own cooking and serve their own food. The 5,160 patrols will simultaneously operate that many individual outdoor kitchens.

Van de Kamp coordinators are planning on production and distribution of 140,516 loaves of 1½-lb. white bread; 6,224 loaves of wheat bread; 8,624 angel food cakes; 1,516 packages of 40 cup cakes each; 1,246 packages of 40 doughnuts each; 629 packages of eight jelly rolls each; 10,952 apple pies, and 2,556 packages of 40 butterfly coffee cakes each. The Scouts at the Jamboree, according to Van de Kamp estimates, will consume 163,080 wiener rolls and 243,440 dinner rolls.

During the jamboree the scout city of 30,000 tents will be the 28th largest metropolis in the U.S.

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## H. L. FELLTON TO OFFER SANITATION SERVICE

ATLANTA—Herman L. Fellton, for the past seven years vice president of The Orkin Exterminating Co. in charge of technical operations and also vice president of the Orkin Institute of Industrial Sanitation, has gone into business for himself as a sanitary engineer consultant. His office is located at 15 Peachtree Place N. W., Atlanta, Ga.

Prior to joining Orkin, Mr. Fellton served for five years in the U.S. Public Health Service. Before that he was with the New York City Health Department and was deputy chief of the health department at the New York World's Fair. He has been active in sanitation work since 1934.

A registered professional sanitary engineer, Mr. Fellton has appeared on the programs of many meetings and conferences. He is the author of numerous articles which have appeared in trade magazines, scientific journals and technical publications.

## Boost for Bread

(Continued from page 11)

is needed every day by a busy office worker.

"That 10¢ worth of bread buys nearly one half of our daily recommended allowance of thiamine . . . between a fifth and a sixth of the riboflavin . . . almost half of niacin . . . and between a half and a third of the daily recommended allowance of iron. It also buys a little fat; there's not

much fat in bread and even not much in whole wheat meal. It also buys traces of many other vitamins and minerals."

Dr. and Mrs. Wilson pay tribute to enrichment. They explode the logic of those who insist on whole wheat, pointing out that the same thinking would call for eating walnut shells, as well as the meat. The wheat germ is also removed because flour with germ tends to develop rancidity.

Finally, the economy of wheat is stressed. "Bread does not supply all essential nutrients. No food does," they conclude. "Wheat plays an important role in our basic food economy. Its cost is not measure of its importance as part of the good diet. Ten cents worth goes a long way in supplying the body's need for food."

Reprint copies of the article may be secured at cost by writing the Wheat Flour Institute, 309 W. Jackson Blvd., Chicago 6, Ill.

## Let's Play Golf . . .

Aug. 4—Minnesota Baker-Allied Golf Tournament, Golden Valley Country Club, Minneapolis. Sec., J. M. Long, 623 14th Ave. S. E., Minneapolis.

Aug. 4—New York Bakers Club, Inc., golf day at Winged Foot Golf Club, Mamaroneck, N.Y.; sec., Frank A. Lyon, Hotel Astor, New York 17.

Aug. 18—Bakers Club of Chicago golf tournament; Elmhurst (Ill.) Country Club; sec., Louise K. Buell, 112 W. Randolph St., Chicago 1.

Aug. 23-25—Indiana Bakers Assn. summer outing and golf party, South Shore Inn, Lake Wawasee, Syracuse, Ind. Sec., Charles P. Ehlers, 2236 E. Michigan St., Indianapolis.

Sept. 18-20—Philadelphia Bakers Club outing, Galen Hall, Wernersville, Pa. (golf tournament with the New York Bakers Club, Inc., for Lee Marshall Cup II, Sept. 19).

Sept. 20—New York Bakers Club, Inc., golf day at Bonnie Briar Country Club, Larchmont, N.Y.; sec., Frank A. Lyon, Hotel Astor, New York 17.

Oct. 22—New York Bakers Club, Inc., golf day at North Hills Country Club, Douglaston, L.I.; sec., Frank A. Lyon, Hotel Astor, New York 17.

## Fort Morgan Mills

Family and Bakery Flour

Milled only from the very choicest Colorado highland wheats  
FORT MORGAN - :- COLORADO

  
**KELLY-  
ERICKSON**  
 Company, Inc.

•  
OMAHA

NEW YORK

SAN FRANCISCO

•  
 We Operate  
 Our Own  
 Laboratories  
 Including  
 Pilot Bakery



Established in 1912

**BROKERS**

**FLOUR AND FEED**

Domestic and Export

**L. R. JEWELL & SON—"Flourists"**

626-629 20 West 9th St. Building—L. D. 74

KANSAS CITY, MISSOURI

FLOUR DEPT.  
Victor 0786

Cable Address: Jewellco

FEED DEPT.  
Grand 6952

References: Any flour mill in Missouri, Kansas, Nebraska, Oklahoma or Texas



**BAKER STUDENTS TURN MILITARY**—Three students, enrolled in Florida State University's course in baking science and management, received citation awards of the Fleur de Guerre cords for their standing in advanced Reserve Officers Training Corps recently. They are left to right: Charles B. Clark, St. Cloud, Minnesota, cadet executive officer, for his regiment of the Pershing Rifle Society, a national honorary military organization; Ronald D. McConnell, Fort Worth, Texas, Cadet Lt. Col. Air Force R. O. T. C., commanding officer headquarters squad drill team; Frank E. Bean, Jr., Knoxville, Tenn., cadet past executive officer of the Pershing Rifles. Frank Bean has also received the designation of Distinguished Military Student.

## MOSTLY PERSONAL

Swedish bakers have made little progress in winning business from the baking housewife. The result is that only small bakeries flourish to any extent in Sweden. This was the comment of Curt Haeggmark, secretary of the Stockholm Municipal Board of Health, who visited the plant of Van de Kamp's Holland Dutch Bakers, Inc., Los Angeles, recently.

The American Institute of Baking is doing an outstanding job of consumer education, say two nutrition experts from Germany. The two, Dr. Walter Fachmann and Dr. S. Walter Souci, are in the U. S. with a group of about 30 European nutritionists for a short course sponsored by the Institute for International Education. They are studying at the State College of Pennsylvania.

E. E. Kelley, Jr., president of the American Bakers Assn., is the guest keynoter on one of a 13-week series of radio dramas, "Better Living Radio Theater," sponsored by the Electric Companies Public Information program and being carried throughout the country. The programs tell the stories of the growth of various industries and the role of electricity in industry and the home. Each pro-

gram carries a talk by an industry leader. Mr. Kelley will tell about the baking industry prior to presentation of the play "George Washington's Gingerbread Man," based on the life of Christopher Ludwick.

The marriage of Miss Grace Evelyn Conley to G. Warren Wheeler III, has been announced. The ceremony took place June 25. Mr. Wheeler is vice president of Bakers Review, one of the national trade publications serving the baking industry.

The modern bakery loaf beats mother's bread on all counts, it was pointed out by a panel who addressed a luncheon meeting of the Denver Rotary Club recently. A panel member, Roger D. Knight, Jr., Campbell-Sell Baking Co., explained that bakery bread "has more milk than the kind of bread mother turned out, more sugar, more shortening, yeast and calcium, a higher proportion of whole-wheat values—and though I hate to say it, in many cases, mother's bread wasn't baked in as sanitary an environment." Lewis T. Todhunter, L. J. Todhunter Co., told about bakers' machinery and equipment and flour manufacturing was discussed by George M. Hopfenbeck, Colorado Milling & Elevator Co.

Don F. Copell, Wagner Baking Corp., Newark, N. J., has been elected as an honorary member of the Alumni Assn. of the American Institute of Baking for his "outstanding contributions to the baking industry."

Robert Engle, sales manager of the Felber Biscuit Co., Columbus, addressed the Columbus Exchange Club recently on the topic, "Cookies, Crackers 'n' Stuff."

Mrs. Adele Smith Castellani, accountant for the American Institute of Baking, Chicago, has been elected to membership in the Chicago chapter of the National Association of Cost Accountants.

## DEATHS

Mrs. Vera Alton, wife of H. R. Alton of the Pan-O-Gold Baking Co., Pipestone, Minn., died June 28.

Julius E. Wihlfahrt, 79, retired Fleischmann bakery consultant, died June 17, in Williamsville, N. Y. Mr. Wihlfahrt joined the Fleischmann company as a bakery demonstrator in 1902. In 1919 he became a bakery consultant, a position he held in the Fleischmann Division of Standard Brands, Inc., until his retirement in 1942.

William Geiger of A. Geiger Co., Paterson, N.J., bakers' supply and flour firm, died recently of a heart attack. He was 57 years old. He had been in the industry all his business life, the firm having been established by his father.

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### PENNSYLVANIA BAKERS' GROUP ENJOYS PICNIC

PITTSBURGH—The Retail Master Bakers Association of Western Pennsylvania held its annual picnic at North Park with several hundred members, their families and friends, attending. John Richey, Richey Baker, Uniontown, was general chairman. The Ladies Auxiliary, with Mrs. Sue Giltenboth, Stover & Andrews, and Mrs. Irene Flanagan, J. R. Lloyd Co., in charge of the snack bar, joined the men's group in the event.

Paul Eberly, Brolite Co., was chairman of the dance committee and J. McLaughlin, McLaughlin Co., headed the sports committee.

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### WESTERN GROUP HEARS BAKERS' FORUM WINNERS

LOS ANGELES—Gold cup winners held the spotlight at the recent meeting of the Master Bakers Retail Assn. here. Champion retailers who discussed the products of their shops that won cups at the Bakers' Forum were George Izumi, Grace's Pastry Shop; Leo Freisinger, Gold Cup



Thomas E. Kinney

**APPOINTED**—The appointment of Thomas E. Kinney, Chicago, Ill., as sales representative for Moreau & Risch, Inc. has been announced by Richard Moreau, director of sales of the company. Mr. Kinney has been associated with the National Tea Co. as assistant superintendent in the bakery department. Following this position he was with the Reliable Packing Co. where he served as director of the bakery research laboratories. At Armour & Co., Mr. Kinney was a production supervisor in the edible oil and fat refineries. He holds a diploma from the American Institute of Baking.

Bakery, Sherman Oaks; Chris Weiss, Weiss Bakery, Bellflower; and Hi Kattan, Del Haven Bakery, Beverly Hills.

Mr. Freisinger won the Gold Cup award last year for the best pie, and he changed the name of his suburban shop to the Gold Cup Bakery. This year he won a cup for the best decorated cake. And, he has opened a second bakery shop in San Fernando Valley.

How to buy ad space to profitably stimulate business was discussed by Iz Cohen, Pic-Son Bakery.

## 262 Attend Mid-Year Meeting of Pennsylvania Bakers Assn.

(See Pictures on Page 13)

BEDFORD, PA.—A total of 262 bakers, allied men and ladies attended the mid-year convention of the Pennsylvania Bakers Assn. at Bedford Springs Hotel, Bedford, Pa., June 13-15.

Business sessions were confined to a board luncheon meeting, at which Dean A. Anderson, Anderson's Baking Co., Warren, Pa., president of the association presided, and a morning meeting on June 15 at which Karl E. Baur, chairman, food standards committee of the association, and W. S. Hagar, deputy secretary, Pennsylvania department of agriculture, discussed "Bread Standards in Pennsylvania." Theodore Staab, association secretary, gave the call to order for the latter business session.

The annual mid-year banquet on the final day was served at the Bedford Springs Hotel and was followed by entertainment and dancing.

Other events included golf and fishing contests, bingo, tennis, swimming,

shuffle board, badminton and horseback riding.

Winners in golf were Dean A. Anderson, Anderson's Baking Co., Warren, Pa., who copped the president's low net trophy, and Harvey C. Woekner, Marathon Corp., Pittsburgh, who took the president's low gross trophy. Mr. Woekner won the trophy for the fifth year in succession.

Lambert, son of Harold Muller-Thym, donor of the trapshooting trophy, won this event with 22 out of 25 hits. Lambert Muller-Thym is with the Harold Muller-Thym Co., Wynnewood, Pa.

Other trapshoot prizes went to: Don Wilde, Wilde's Bakery, Pittsburgh, second place; Wayne Kistler, Anheuser-Busch, Inc., Pittsburgh, third; Jack H. O'Neill, Lockwood Manufacturing Co., State College, Pa., fourth, and Harvey G. Woekner, fifth.

Louis E. Fox, Edward Fox Baking Co., York, Pa., caught the largest rainbow trout to win the fishing contest.

### ST. PAUL BAKERS PLAN BASEBALL NIGHT

ST. PAUL—The Associated Bakers of St. Paul has arranged for a "baker's night" celebration on the evening of July 18 at Lexington Park. One hundred decorated cakes will be given away during the St. Paul American Association game which will be televised and broadcast by radio. Lloyd V. Kolby, Lloyd V. Kolby Co., is chairman of the allied "baker's night" committee and Ed. Duren, Tip Top Bakery, president of the St. Paul bakers' group, is handling arrangements for his group.



## WANT ADS

Advertisements in this department are 15¢ per word; minimum charge, \$2.25. (Count six words for signature.) Add 20¢ per insertion for forwarding of replies if keyed to office of publication. Situation Wanted advertisements will be accepted for 10¢ per word, \$1.50 minimum. Add 20¢ per insertion for keyed replies. Display Want Ads \$7 per inch per insertion. All Want Ads cash with order.

### HELP WANTED

### BROKERS WANTED

We have a few exclusive territories open on Stange, a high quality egg yolk product for the bakery trade. Write Stanegg Department, Standard Milling Co., 1009 Central Street, Kansas City 5, Mo.

### BUSINESS OPPORTUNITIES

**FOR SALE — BAKERY DOING \$40,000** gross income annually. Summer resort town. Business can be enlarged. Very good equipment. Need not be a baker, permanent personnel. Must sell due to illness. Koester Bakery, Box 282, Forest Lake, Minn.

### MACHINERY WANTED

**WANTED TO BUY — RICHARDSON** scales, bag closing machines and other good mill, feed and elevator equipment. J. E. Hagan, Box 574, Jefferson City, Mo.

### CELLOPHANE BAGS

Plain or printed. Stock design with name imprinted. Also Polythene, Pliofilm and Combination Bags. Samples and prices on request. We specialize in bakers' needs. Excelsior Trans. Bag Mfg. Co., 4061 White Plains Ave., Bronx 66, N. Y. Olinville 4-5909.

### CARL R. FASSLER OPENS BROKERAGE IN BOSTON

BOSTON—Carl R. Fassler, who recently resigned as general sales manager of the Bay State Milling Co., Winona, Minn., has opened a flour brokerage under his name here following his return to New England with his family.

Mr. Fassler's office is at 617 Grain and Flour Exchange, 177 Milk St., Boston 9, Mass. Telephone number is Hancock 6-8395. He will serve the baking industry throughout the New England area.

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### CHICAGO BAKERS PLAN FISHING TREK SEPT. 17

CHICAGO — The annual fishing trek of the Bakers Club of Chicago, cancelled this spring, has been rescheduled for Sept. 17. Reservations now are being accepted by the club from those who wish to take the trip to Red Indian Lodge, Sioux Narrows, Ontario, Canada.

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### BANKRUPTCIES LISTED

NEW YORK—During three of the five days of the business week ending June 26 listings of bakers in financial difficulties in the New York area were given. They included voluntary bankruptcy of Emery Fried, baker, 242 East 82nd St. with \$56,000 liabilities, no assets, arrangement petition by Stark's Bake Shop, 814

E. Tremont Ave., listing liabilities of \$54,195, assets of \$12,300, under the Chandler Act, and voluntary bankruptcy petition by Barry Berke, doing business as Barry's Bake Shop, 88 Featherbed Lane, giving liabilities \$22,316, assets \$4,654.

—BREAD IS THE STAFF OF LIFE—

### DANIEL CASEY TO HEAD N. Y. BAKERS GROUP

NEW YORK—The following officers were elected for the 1953-1954 season for the Metropolitan Bakery Production Club, Inc., at the June 1 meeting: For president, Daniel Casey, H. S. Levy Baking Co.; first vice president, Jack Neaves, Sabrett Co.; second vice president, Tyler Stevens, American Machine & Foundry Co.; secretary, William Welker, Swift & Co.; treasurer, Henry Voll, Bakers Weekly; executive director, D. R. Rice, Continental Baking Co.

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### AIB CHEMIST BEGINS NUTRITION RESEARCH

CHICAGO—Research on the nutritive value of bread was started July 1 by Frank Hepburn, American Institute of Baking chemist, at the University of Wisconsin. Mr. Hepburn is working under Dr. Conrad A. Elvehjem, dean of the graduate school. Dr. Elvehjem, who is a member of the scientific advisory committee of the institute, outlined the project which will be undertaken as part of the work financed by the Fleischmann grant.

Title of the project is "Nutritive Value of Bread. The effect of Ingredients and Processing on Its Composition, Flavor, and Acceptability." A preliminary stage of the project will be to perfect methods for the analysis of certain nutrients in whole grain, flour and bread. There already exist official methods for the determination of certain vitamins and minerals. One of Mr. Hepburn's concerns will be to develop methods for determining other nutritive factors.



**ABA PLAQUE—**A newly designed plaque for membership identification is being distributed to members of the American Bakers Assn.

"The need for identifying members of the association has been evident for some time," Harold Fiedler, ABA secretary, said. "These plaques, prominently displayed in bakery offices or reception rooms, will help to identify progressive members of the industry."

The plaques are made of heavy thermoplastic material, finished in antique two-tone green with raised letters in bronze. They have removable plates so that the date for each year may be inserted. The plates will be mailed to members each year as membership dues are paid.

"The plaques are made so that they can be placed on a desk or hung on a wall," Mr. Fiedler said. "They are very attractive and will be something that members can display with pride, as further evidence of their support of the activities which the ABA conducts to build a bigger and better industry."



**25-YEAR CLUB—**Five employees of Emrich Baking Co., Minneapolis, have accumulated a total of 140 years of service to their company. In honor of this record, the restaurant bakery firm has established a "25-Year Club," and has installed these five as charter members (left to right): Edward Haggren, 32 years; Harold Richardson, 25; Agnes Johnson, 26; Hartie Ahlberg, 25; John Sletten, 32, and Otto Emrich, presenting a gift. Gold watches were presented to each at the first meeting by Mr. and Mrs. Otto Emrich, who established the company 34 years ago.

### E. HARLEY SHIRLEY JOINS PANIPLUS CO. IN CANADA

KANSAS CITY—The Paniplus Co. of Kansas City has announced that E. Harley Shirley has joined the sales organization as a representative in Canada. According to the announcement from Glenn E. Hargrave, sales manager, Mr. Shirley will represent the company in British Columbia, Alberta, Saskatchewan, Manitoba and the portion of Ontario west of the Great Lakes.

Before joining the Paniplus Co. Mr. Shirley was production manager of Palace Bread, Ltd., Calgary, for about eight years, and previously was connected with the production department of McGavin Bakeries, Ltd. The Canadian office of the Paniplus Co. is located at 73 Simcoe St., Toronto.

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### W. N. JUNG WILL HEAD PILLSBURY MIX UNIT

MINNEAPOLIS—Pillsbury Mills, Inc., has announced the appointment of W. N. Jung to take charge of a new bakery mix laboratory being constructed in Los Angeles. In his new capacity Mr. Jung will be transferred to the research and development department and will be responsible for all bakery mix formulation of products made on the West Coast. He has had wide experience in the baking industry and is a member of the American Society of Bakery Engineers.

For the past five years Mr. Jung has been connected with the bakery mix department at Springfield, Ill., in various laboratory capacities and has conducted public baking demonstrations in all sections of the country.

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### NEW YORK BAKERS CLUB HOST TO 100 AT OUTING

NEW YORK—The Bakers Club, Inc., had one of the finest days of the season for its recent outdoor meeting at the Ridgewood (N.J.) Country Club and 100 members and their guests took advantage of the golf, pool and dinner.

Class A winners were Charles F.

Karkalits, Jr., vitamin division, Hoffmann-LaRoche, Inc. and Arthur Hilip. Class B winners were D. R. Rice, Continental Baking Co. and Harry W. Green, Standard Brands, Inc. and in class C, Edward F. Holterhoff, MI-Oun Cake Co. and Harold J. Bradshaw, Land O'Lakes Creameries, Inc. were winners. Kickers' prize was won by William C. Duncan after a tie.

A. W. Remensnyder, Hachmeister, Inc., was unanimously elected to membership during the business meeting and the open house and cocktail party on June 25 in the new quarters in the Hotel Astoria was stressed.

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### "Mark of C" Wins Boston Film Award

ST. LOUIS—"The Mark of C," a motion picture on the baking industry produced by Anheuser-Busch, Inc., won an award of merit at the third annual film festival of the Film Council of Greater Boston recently.

The award was accepted by E. B. Clancy, Anheuser-Busch New England District manager of the yeast, malt and corn products division.

The award of merit presented Anheuser-Busch was one of 10 given in the industry classification. A total of 250 films was reviewed by the council in the judging process.

"The Mark of C" has won awards in four leading film competitions throughout the country: at the Cleveland film festival, the Kentuckiana festival in Louisville, and it was awarded an honor medal from the Freedoms Foundation for an outstanding contribution to "a better understanding of the American way of life."

The film, which tells the story of Christopher Ludwick, baker general of George Washington's army, and the progress made through the years by the baking industry, has been shown to over 3 million people in every state of the union, Alaska, Hawaii, Mexico and Canada. There are more than 200 copies of the film in constant circulation through Modern Talking Picture Service, Inc., and also through the Anheuser-Busch organization.



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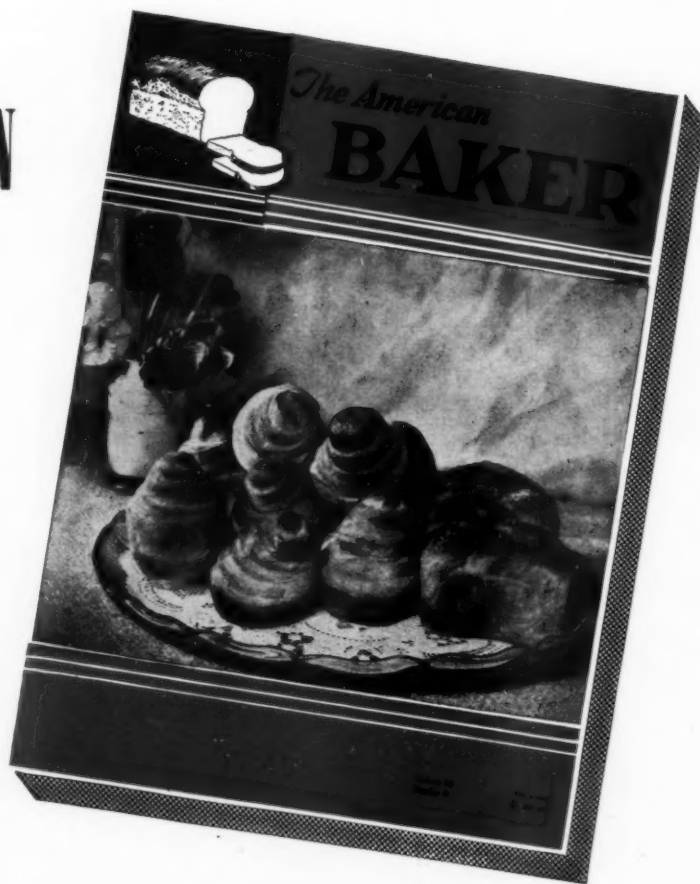


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**Flour Market Review** — written by trained market analysts, gives vital information for flour purchases, nerve center for bakery profits. **Washington News** — The American Baker maintains its own Washington Bureau interpreting the latest news from the Capital. **Tested Formulas** — its technical editor brings expert advice on the baker's problems. **News Spotlight** — monthly baking news in a brief one-package presentation. **Successful Selling** — and other merchandising articles promote profitable selling methods. Tell the Baker YOUR Facts Where He Gets HIS Trade Facts.

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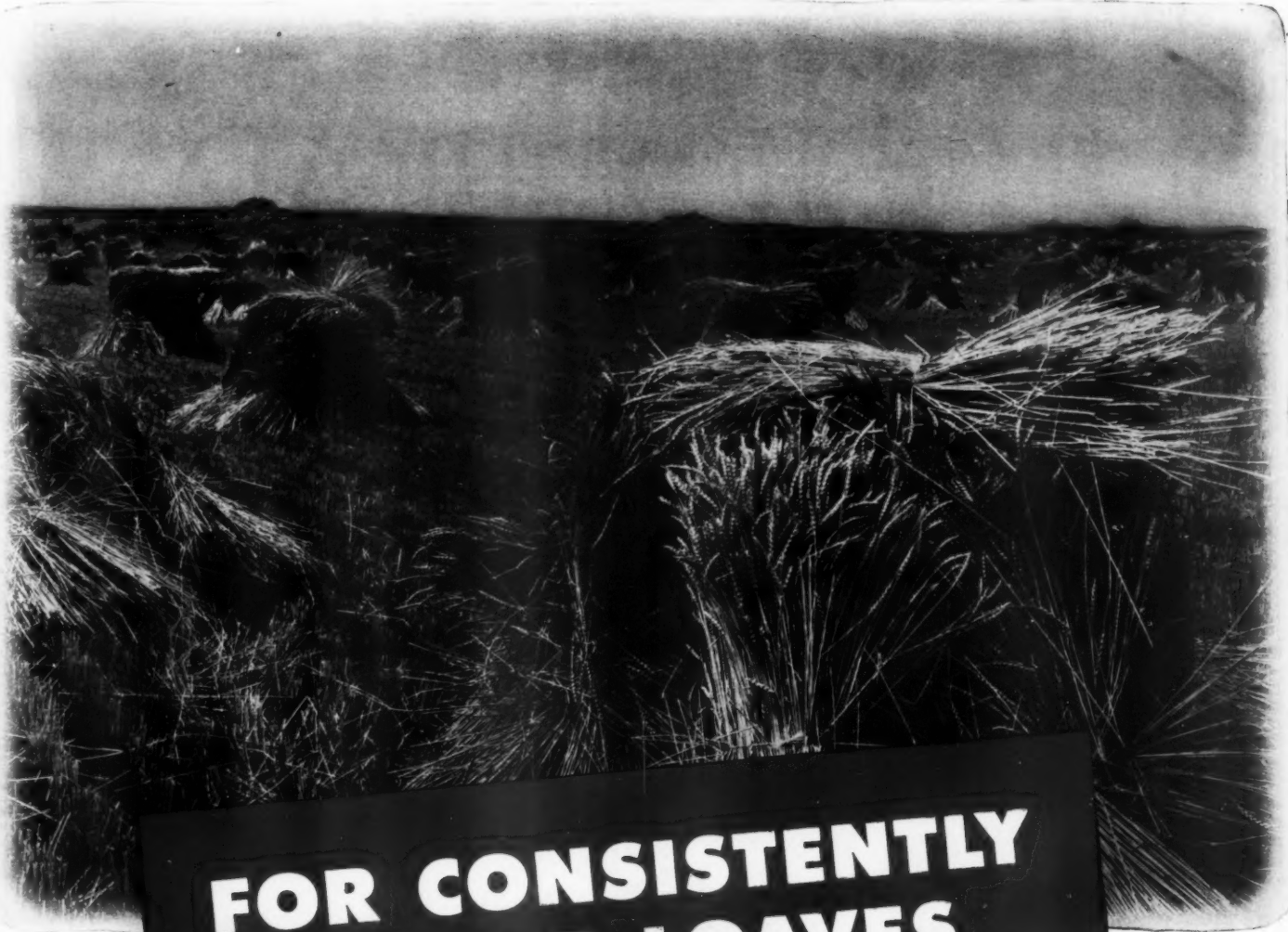
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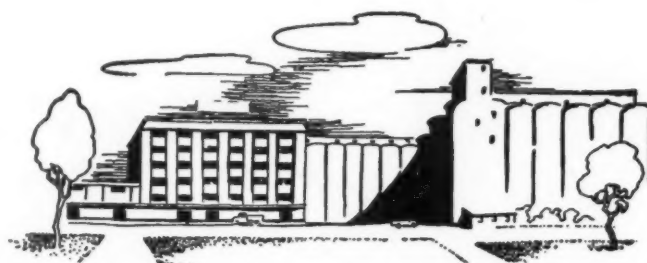


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## Baking Industry Lauded for Part in Bread Standards

WASHINGTON — The baking industry was lauded here recently by a government official who declared that bakers had acted in a "very constructive way" during the formulation of bread standards.

Sounding this praise was Charles N. Crawford, commissioner of the Food & Drug Administration, who was a guest at the recent meeting of the board of governors of the American Bakers Assn. in Washington.

Mr. Crawford, who spoke briefly to the governors, said: "Your approach to this governmental obligation (formulation of bread standards) and to the men who were responsible for carrying it out was not one which gave the impression that you were dealing with something wholly evil. In other words, you recognized the obligation of government and of yourselves under the law that had been passed. Instead of holding back and acting in an obstructive fashion your representatives acted in a very constructive way and were of help to us because of your knowledge of the practical situation which had to be taken into account in the formulation of the bread standards."

Mr. Crawford said he always would be grateful to the ABA and the American Institute of Baking for the attitude they took ever since the Act of 1938, which permitted issuance of standards for food products, was passed.

"The public is much better served by reason of what you did," added Mr. Crawford, in stressing that voluntary compliance must be counted upon since the FDA has only about 200 inspectors for the entire U.S.

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### FOOD PROMOTION DIVISION

NEWARK, N.J.—Harold Friedman & Associates, Newark public relations firm has added a food promotion and publicity division under the direction of Mrs. Vivian Grey.

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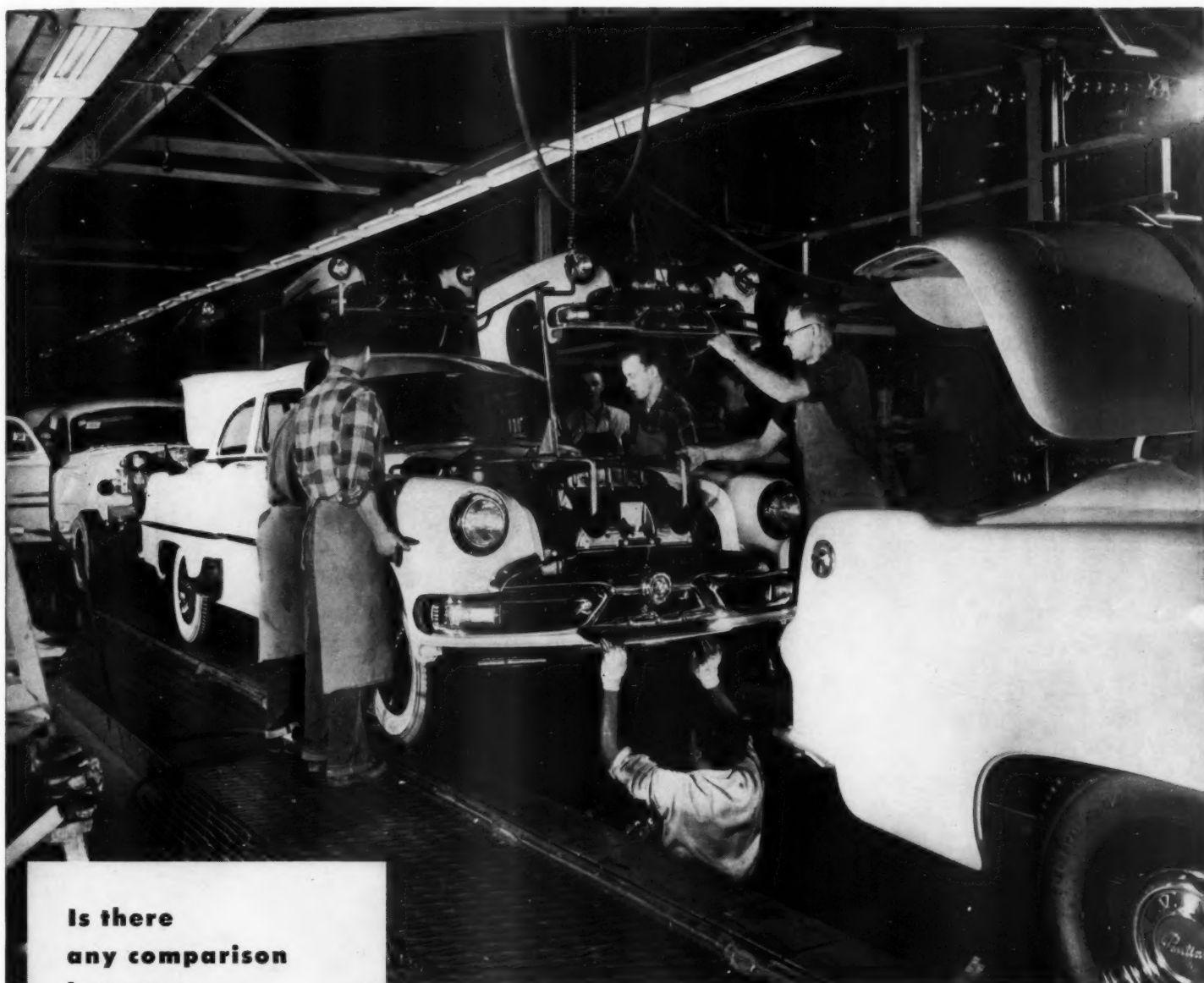
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